UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, DC 20549

FORM 10-K

X	ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE AC	CT
	OF 1934	

	For the fiscal year ended Dec	cember 31, 2018		
☐ TRANSITION REPOR ACT OF 1934	T PURSUANT TO SECTION 13	OR 15(d) OF THE SECURI	TIES EXCHANO	GE
	For the transition period from Commission file numb			
COI	LUMBIA SPORTSV (Exact name of registrant as spec		IY	
Oreg	gon	93-0498284		
(State or other jurisdiction of in 14375 Northwest Science Pa	rk Drive Portland, Oregon	(IRS Employer Identificatio 97229	n Number)	
(Address of principa	(503) 985-400 (Registrant's telephone number, in			
	Securities registered pursuant to Se			
	each class on Stock	Name of each exchange on whi The NASDAQ Stock Marl		
Commi	Securities registered pursuant to Secti		ket LLC	
Indicate by about mark if the register	ant is a well-known seasoned issuer, as defined		Yes ⊠ No □	
,	, and the second se			
Indicate by check mark whether the	ant is not required to file reports pursuant to Se registrant (1) has filed all reports required to b for such shorter period that the registrant was Yes No	be filed by Section 13 or 15(d) of the S	Securities Exchange Ac	
	registrant has submitted electronically every I 12 months (or for such short period that the re			
the best of registrant's knowledge,	of delinquent filers pursuant to Item 405 of I in definitive proxy or information statemen ▼I			
Indicate by check mark whether the emerging growth company. See the company" in Rule 12b-2 of the Exch.	registrant is a large accelerated filer, an accele definitions of "large accelerated filer," "accange Act.	rated filer, a non-accelerated filer, a sr relerated filer", "smaller reporting con	naller reporting compa mpany" and "emergin	any, or an ig growth
Large accelerated filer	\boxtimes	Accelerate	ed filer	
Non-accelerated filer		Smaller re	eporting company	
Emerging growth company				
	licate by check mark if the registrant has electrandards provided pursuant to Section 13(a) o		period for complying	with any
Indicate by check mark whether the i	registrant is a shell company (as defined in Ru	le 12b-2 of the Exchange Act). Yes	□ No ⊠	
The aggregate market value of the registrant's most recently completed reported by the NASDAQ Global Se	voting common stock held by non-affiliates second fiscal quarter, was \$2,792,259,778 bas lect Market System on that day.	of the registrant as of June 29, 201 sed on the last reported sale price of the	8, the last business d ne Company's commo	ay of the
The number of shares of common sto	ock outstanding on February 8, 2019 was 68,2	04,497.		

Part III is incorporated by reference from the registrant's proxy statement for its 2019 annual meeting of shareholders to be filed with the Commission within 120 days of December 31, 2018.

COLUMBIA SPORTSWEAR COMPANY DECEMBER 31, 2018

TABLE OF CONTENTS

<u>Item</u>		<u>Page</u>
	PART I	
Item 1.	<u>Business</u>	<u>2</u>
Item 1A.	Risk Factors	<u>8</u>
Item 1B.	<u>Unresolved Staff Comments</u>	<u>19</u>
Item 2.	<u>Properties</u>	<u>20</u>
Item 3.	<u>Legal Proceedings</u>	<u>20</u>
Item 4.	Mine Safety Disclosures	<u>20</u>
	Executive Officers of the Registrant	<u>20</u>
	PART II	
Item 5.	Market for Registrant's Common Equity, Related Stockholder Matters and Issuer Purchases of Equity Securities	<u>22</u>
Item 6.	Selected Financial Data	<u></u>
Item 7.	Management's Discussion and Analysis of Financial Condition and Results of Operations	<u>25</u>
Item 7A.	Quantitative and Qualitative Disclosures about Market Risk	<u>40</u>
Item 8.	Financial Statements and Supplementary Data	<u>40</u>
Item 9.	Changes in and Disagreements with Accountants on Accounting and Financial Disclosure	<u>77</u>
Item 9A.	Controls and Procedures	<u>77</u>
Item 9B.	Other Information	<u>79</u>
	PART III	
Item 10.	<u>Directors, Executive Officers and Corporate Governance</u>	<u>80</u>
Item 11.	Executive Compensation	<u>80</u>
Item 12.	Security Ownership of Certain Beneficial Owners and Management and Related Stockholder Matters	<u>80</u>
Item 13.	Certain Relationships and Related Transactions, and Director Independence	<u>80</u>
Item 14.	Principal Accountant Fees and Services	<u>80</u>
	PART IV	
Item 15.	Exhibits and Financial Statement Schedules	<u>81</u>
	<u>Signatures</u>	<u>85</u>

PART I

Item 1. BUSINESS

General

Founded in 1938 in Portland, Oregon, as a small, family-owned, regional hat distributor and incorporated in 1961, Columbia Sportswear Company has grown to become a global leader in designing, sourcing, marketing, and distributing outdoor and active lifestyle apparel, footwear, accessories, and equipment. Unless the context indicates otherwise, the terms "we," "us," "our," "the Company," and "Columbia" refer to Columbia Sportswear Company, together with its wholly owned subsidiaries and entities in which it maintains a controlling financial interest.

As one of the largest outdoor and active lifestyle apparel and footwear companies in the world, our products have earned an international reputation for innovation, quality and performance. We design, source, market, and distribute outdoor and active lifestyle apparel, footwear, accessories, and equipment under four primary brands, which complement each other to address the diverse needs of consumers:

Columbia[®]

The Columbia brand is our largest brand, offering performance and casual products, including apparel, footwear, accessories, and equipment. The durability and functionality of our Columbia brand products make them ideal for a wide range of outdoor and active lifestyle activities, serving a broad population of consumers, including skiers, snowboarders, mountain climbers, outdoor enthusiasts, hikers, hunting and fishing enthusiasts, endurance trail runners, golfers, and outdoor-inspired consumers.

SOREL®

Acquired in 2000, our SOREL brand offers premium, durable and design-driven footwear products to a market of fashion forward and brand savvy female consumers. The SOREL brand also offers a collection of premium men's and youth utility footwear.

Mountain Hard Wear®

Acquired in 2003, the Mountain Hardwear brand, headquartered in Richmond, California, offers premium apparel, accessories and equipment primarily for the high performance needs of mountaineering enthusiasts and other outdoor athletes, as well as for consumers who are inspired by the outdoor lifestyle.

$prAna^{\mathbb{R}}$

Acquired in 2014, the prAna brand, headquartered in Carlsbad, California, offers stylish and versatile active lifestyle apparel and accessories designed and manufactured with an emphasis on sustainable materials and processes. Our prAna brand apparel products focus on consumers whose active lifestyles include activities such as rock climbing, yoga, outdoor watersports, hiking, and adventure travel.

Other Brands

The OutDry® brand, acquired in 2010, holds various patents pertaining to processes for manufacturing waterproof and breathable apparel, footwear, accessories, and equipment. We have incorporated OutDry technology in certain of our branded products.

The Pacific Trail® brand, acquired in 2006, is licensed to third parties across a range of apparel, footwear, accessories, and equipment.

We distribute our products through a mix of wholesale distribution channels, our own direct-to-consumer ("DTC") channels (retail stores and e-commerce), independent international distributors, and licensees. In 2018, our products were sold in approximately 90 countries. Substantially all of our products are manufactured by contract manufacturers located outside the United States.

Consumer desire for our products is affected by many variables, including the popularity of outdoor activities and active lifestyles, changing design trends, consumer adoption of innovative performance technologies, variations in seasonal weather, and the availability and desirability of competitor alternatives. Therefore, we seek to drive, anticipate and respond to trends and shifts in consumer preferences by developing new products with innovative performance features and designs, creating persuasive and memorable marketing communications to generate consumer awareness, demand and retention, and adjusting the mix and price points of available product offerings. Failure to anticipate or respond to consumer needs and preferences in a timely and adequate manner could have a material adverse effect on our sales and profitability.

Our business is subject to many risks and uncertainties that may have a material adverse effect on our financial condition, results of operations or cash flows. Some of these risks and uncertainties are described below in Item 1A, Risk Factors.

Seasonality and Variability of Business

Our business is affected by the general seasonal trends common to the industry, including seasonal weather and discretionary consumer shopping and spending patterns. Our products are marketed on a seasonal basis and our sales are weighted substantially toward the third and fourth quarters, while our operating costs are more equally distributed throughout the year. In 2018, approximately 60% of our net sales and approximately 80% of our operating income were realized in the second half of the year, illustrating our dependence upon sales results in the second half of the year, as well as the less seasonal nature of our operating costs. The expansion of our DTC businesses has increased the proportion of sales, profits and cash flows that we generate in the second half of the year.

Results of operations in any period should not be considered indicative of the results to be expected for any future period, particularly in light of disruptions in wholesale businesses of distribution, seasonal weather, changes in consumer purchasing behavior, persistent volatility in global economic and geopolitical conditions, volatility of foreign currency exchange rates, and inflationary or volatile input costs, each of which reduces the predictability of our business.

For further discussion regarding the effects of the macro-economic environment on our business, see Part II, Item 7, Management's Discussion and Analysis of Financial Condition and Results of Operations in this annual report.

Products

We develop and manage our merchandise in two principal categories: (1) apparel, accessories and equipment and (2) footwear. The following table presents the *Net sales* in the Consolidated Statements of Operations and percentages of net sales attributable to each of our principal product categories, for each of the last three years ended December 31:

		20	018	20	017	2016			
(Dollars in millions)	_	Net Sales	% of Sales	Net Sales	% of Sales		Net Sales	% of Sales	
Apparel, accessories and equipment	\$	2,191.0	78.2%	\$ 1,928.0	78.2%	\$	1,865.4	78.5%	
Footwear		611.3	21.8	538.1	21.8		511.6	21.5	
Total	\$	2,802.3	100.0%	\$ 2,466.1	100.0%	\$	2,377.0	100.0%	

Apparel, accessories and equipment

We design, develop, market, and distribute apparel, accessories and equipment for men and women under our Columbia, Mountain Hardwear, SOREL, and prAna brands, and for youth under our Columbia brand. Our products incorporate the cumulative design, fabrication, fit, and construction technologies that we have pioneered over several decades and that we continue to innovate. Our apparel, accessories and equipment are designed to be used during a wide variety of outdoor activities, such as skiing, snowboarding, hiking, climbing, mountaineering, camping, hunting, fishing, trail running, water sports, yoga, golf, and adventure travel.

Footwear

We design, develop, market, and distribute footwear products for men, women and youth under our Columbia and SOREL brands. Our footwear products include durable, lightweight hiking boots, trail running shoes, rugged cold weather boots for activities on snow and ice, sandals and shoes for use in water activities, and casual shoes for everyday use. Our Columbia brand footwear products seek to address the needs of both the casual consumer and outdoor consumers who participate in activities that typically involve challenging or unusual terrain and trail conditions, in a variety of weather. Our SOREL brand products offer premium casual and cold weather footwear for all ages and genders, with a focus on young, fashion-conscious female consumers.

Product Design and Innovation

We are committed to designing innovative and functional products for consumers who participate in a wide range of outdoor activities, enabling them to enjoy those activities longer and in greater comfort by keeping them warm or cool, dry and protected. We also place significant value on product design and fit (the overall appearance and image of our products) that, along with technical performance features, distinguish our products in the marketplace.

Our research and development efforts are led by an internal team of specialists who work closely with independent suppliers to conceive, develop and commercialize innovative technologies and products that provide the unique performance benefits desired by consumers during outdoor activities. We have also established working relationships with specialists in the fields of chemistry, biochemistry, engineering, industrial design, materials research, and graphic design, and in other related fields. We utilize these relationships, along with consumer insights and feedback, to develop and test innovative performance products, processes, packaging, and displays. We believe that these efforts, coupled with our technical innovation efforts, represent key factors in the past and future success of our products.

Intellectual Property

We own many trademarks, including Columbia Sportswear Company®, Columbia®, SOREL®, Mountain Hard Wear®, prAna®, OutDry®, Pacific Trail®, the Columbia diamond shaped logo, the Mountain Hardwear nut logo, the SOREL polar bear logo, and the prAna sitting pose logo, as well as many other trademarks relating to our brands, products, styles, and technologies. We believe that our trademarks are an important factor in creating a market for our products, in identifying our Company and in differentiating our products from competitors' products. We have design and utility patents, which expire at various times, as well as pending patent applications in the United States and other countries. We file applications for United States and foreign patents for inventions, designs and improvements that we believe have commercial value; however, these patents may or may not ultimately be issued, enforceable or used in our business. The technologies, processes and designs described in our patents are incorporated into many of our most important products. We believe our success primarily depends on our ability to continue offering innovative solutions to match consumer needs through design, research, development, and production advancements, rather than our ability to secure patents. We vigorously protect these proprietary rights against counterfeit reproductions and other infringing activities. Additionally, we license some of our trademarks across a range of apparel, footwear, accessories, equipment, and home products.

Sales and Distribution

We sell our products through a mix of wholesale distribution channels, our own DTC channels, independent international distributors, and licensees. Our wholesale channels consist of small, independently operated specialty outdoor and sporting goods stores, regional, national and international sporting goods chains, large regional, national and international department store chains, and internet retailers. We sell our products to distributors in various countries where we generally do not have direct sales and marketing operations. We also sell a wide range of apparel, footwear, accessories, equipment, and home products through licensing arrangements with third party manufacturers. In addition, we market Columbia brand apparel and accessories under licensing arrangements with various collegiate and professional sports organizations and entertainment companies.

We also sell our products directly to consumers in each of our geographic segments through our own network of branded and outlet retail stores and online. In addition, we have concession-based arrangements with third-parties at branded, outlet and shop-in-shop retail locations in our Asia Pacific and Europe regions, where the Company retains ownership of inventory and control over certain aspects of operations. Our DTC businesses enable us to increase consumer and retailer awareness of and demand for our products, model compelling retail environments for our products, and strengthen emotional connections between consumers and our brands over time. Our branded retail stores and e-commerce sites allow us to showcase a broad selection of products and to support the brands' positioning with fixtures and imagery that may then be replicated and offered for use by our wholesale and distributor customers. These stores and sites provide high visibility for our brands and products and help us to monitor the needs and preferences of consumers. In addition, we operate outlet stores to sell our products and to serve a role in our overall inventory management by enabling us to profitably liquidate excess, discontinued and out-of-season products while maintaining the integrity of our brands in wholesale and DTC channels.

We operate in four geographic segments: (1) the United States ("U.S."), (2) Latin America and Asia Pacific ("LAAP"), (3) Europe, Middle East and Africa ("EMEA"), and (4) Canada, which are reflective of our internal organization, management and oversight structure. Each geographic segment operates predominantly in one industry: the design, development, marketing, and distribution of outdoor and active lifestyle apparel, footwear, accessories, and equipment. The following table presents *Net sales* to unrelated entities and approximate percentages of net sales by geographic segment for each of the last three years ended December 31:

		20	018	20	017	2016			
(Dollars in millions)	1	Net Sales	% of Sales	Net Sales	% of Sales		Net Sales	% of Sales	
United States	\$	1,728.5	61.7%	\$ 1,520.0	61.6%	\$	1,505.2	63.3%	
LAAP		530.1	18.9	475.1	19.3		453.7	19.1	
EMEA		350.8	12.5	293.7	11.9		253.5	10.7	
Canada		192.9	6.9	177.3	7.2		164.6	6.9	
Total	\$	2,802.3	100.0%	\$ 2,466.1	100.0%	\$	2,377.0	100.0%	

U.S.

The U.S. accounted for 61.7% of our *Net sales* for 2018. We sell our products in the U.S. to approximately 5,700 wholesale customers and through our own DTC business. As of December 31, 2018, our U.S. DTC business consisted of 113 outlet retail stores and 23 branded retail stores. We also sell our products through our four brand-specific e-commerce websites in the United States. In addition, we earn licensing income in the United States based on our licensees' sale of licensed products.

We distribute the majority of our products sold in the U.S. from distribution centers that we own and operate in Portland, Oregon and Robards, Kentucky. In some instances, we arrange to have products shipped from contract manufacturers through third-party logistics companies or directly to wholesale customer-designated facilities in the United States.

LAAP

The LAAP region accounted for 18.9% of our *Net sales* for 2018. We sell our products in the LAAP region through a combination of wholesale and DTC businesses in China, Japan and Korea and to independent international distributors across the LAAP region.

In Japan and Korea, we sell to approximately 230 wholesale customers. In addition, as of December 31, 2018, there were 120 and 154 concession-based, branded, outlet and shop-in-shop locations in Japan and Korea, respectively. We also sell our products through our four brand-specific e-commerce websites in Japan and Korea. We distribute our products in Japan and Korea through third-party logistics companies that operate warehouses near Tokyo and Seoul, respectively.

In 2014, we commenced operations of a 60% majority-owned joint venture with Swire Resources Limited ("Swire") for purposes of continuing the development of our business in China. We entered into an agreement with Swire in September 2018, in which we committed to buy out the non-controlling interest in the joint venture. On January 2, 2019, we closed the buyout of the 40% non-controlling interest. We operate 83 retail store locations and sell products through brand-specific e-commerce websites in China across multiple platforms and have distribution relationships with approximately 50 wholesale dealers that operate approximately 630 retail locations. We distribute our products to wholesale customers, through our own retail stores and through e-commerce channels in China through a third-party logistics company with a warehouse in Shanghai.

We sell to international independent distributors who sell our products in locations throughout the LAAP region. The majority of sales to our LAAP distributors are shipped directly to the distributor from the contract manufacturers from which we source our products.

EMEA

The EMEA region accounted for 12.5% of our *Net sales* for 2018. We sell our products to wholesale customers and independent international distributors who sell our products in locations throughout the EMEA region. In addition, as of December 31, 2018, we operated 32 outlet, shop-in-shop and concession-based locations and 1 branded retail store in various locations in Western Europe. We also sell products through brand-specific e-commerce websites in Austria, Belgium, Finland, France, Germany, Ireland, Italy, the Netherlands, Spain, and the United Kingdom.

We distribute the majority of our products sold in the EMEA region through a distribution center that we own and operate in Cambrai, France. The majority of sales to our EMEA distributors are shipped directly to the distributor from the contract manufacturers from which we source our products.

Canada

Canada accounted for 6.9% of our *Net sales* for 2018. We sell our products in Canada to approximately 1,300 wholesale customers. In addition, as of December 31, 2018, we operated 9 outlet retail stores in Canada. We also sell products through brand-specific e-commerce websites in Canada.

We distribute the majority of our products sold in Canada from a distribution center that we own and operate in London, Ontario.

Marketing

Our portfolio of brands enables us to target a wide range of consumers across the globe with differentiated products. We believe our marketing supports and enhances our competitive position in the marketplace, drives global alignment through seasonal initiatives, builds brand equity, raises global brand relevance and awareness, infuses our brands with excitement, and, most importantly, stimulates consumer demand for our products worldwide. During 2018, we invested approximately 5.4% of our *Net sales* in marketing programs.

Our integrated marketing efforts deliver consistent messages about the performance benefits, features and styling of our products within each of our brands. Our target audiences vary by brand and we utilize a variety of means to deliver our marketing messages, including online advertising and social media, television and print publications, experiential events, branded retail stores in select high-profile locations, enhanced product displays in partnership with various wholesale customers and independent international distributors, and consumer focused public relations efforts.

We work closely with our key wholesale customers to reinforce our brand messages through online, television, radio, and print advertising campaigns, as well as in stores using branded visual merchandising display tools. We also utilize our own employees or contractors to visit our customers' retail locations in major cities around the world to facilitate favorable in-store presentation of our products.

We operate branded e-commerce websites or marketing websites in North America, Europe, Japan, Korea, and China, and maintain a presence on a variety of global social media platforms to connect with consumers. In addition, we authorize our distributors to operate

e-commerce or marketing websites, or both, and to maintain a presence on social media platforms, which help to reinforce our brand messages. Through digital media, consumers are able to interact with content created to inform and connect them with our brands and products, to be directed to nearby retailers and to purchase our products directly. Use of digital marketing and social media has become increasingly important within each of our brands' global efforts to build strong emotional connections with consumers through consistent, brand-enhancing content.

Working Capital Utilization

We design, develop, market, and distribute our products, but do not own or operate manufacturing facilities. As a result, most of our capital is invested in short-term working capital assets, including cash and cash equivalents, short-term investments, accounts receivable from customers, and finished goods inventory. At December 31, 2018, working capital assets accounted for approximately 75% of *Total assets* on the Consolidated Balance Sheets. Accordingly, the degree to which we efficiently utilize our working capital assets can have a significant effect on our profitability, cash flows and return on invested capital. The overall goals of our working capital management efforts are to maintain an optimal level of inventory necessary to deliver goods on time to our customers to satisfy end consumer demand, to alleviate manufacturing capacity constraints and to drive efficiencies, as well as to minimize the cycle time from the purchase of inventory from our suppliers to the collection of accounts receivable balances from our customers.

Demand Planning and Inventory Management

As a branded consumer products company, inventory represents one of the largest and highest risk capital commitments in our business model. We begin designing and developing our seasonal product lines approximately 12 months prior to soliciting advance orders from our wholesale customers and approximately 18 months prior to the products' availability to consumers in retail stores. As a result, our ability to forecast and produce an assortment of product styles that matches ultimate seasonal wholesale customer and end-consumer demand and to deliver products to our customers in a timely and cost-effective manner can significantly affect our sales, gross margins and profitability. For this reason, we maintain and continue to make substantial investments in information systems, processes and personnel that support our ongoing demand planning efforts. The goals of our demand planning efforts are to develop a collaborative forecast that drives the timely purchase of an adequate amount of inventory to satisfy demand, to minimize transportation and expediting costs necessary to deliver products to customers by their requested delivery dates and to minimize excess inventory to avoid liquidating excess, end-of-season goods at discounted prices. The demand planning process has become more complex as an increased proportion of the forecast is for in-season replenishment that is not confirmed until later in the selling period. Failure to achieve our demand planning goals could reduce our revenues or increase our costs, or both, which would negatively affect our gross margins and profitability and could affect our brand strength.

In order to manage inventory risk, we use incentive discounts to encourage our wholesale customers to place orders at least six months in advance of scheduled delivery. We generally solicit orders from wholesale customers and independent international distributors for the fall and spring seasons based on seasonal ordering deadlines that we establish to aid our efforts to plan manufacturing volumes to meet demand.

We use those advance orders, together with forecasted demand from our DTC businesses, forecasted wholesale order cancellations, reorders and replenishment orders, market trends, historical data, customer and sales feedback, and other important factors to estimate the volumes of each product to purchase from our suppliers around the world. The competitive landscape with our suppliers has resulted in our efforts to extend our buying periods and to procure products earlier in the seasonal period. From the time of initial order through production, receipt and delivery, we attempt to manage our inventory to reduce risk. We generally ship the majority of our advance spring season orders to customers beginning in January and continuing through June. Similarly, we typically ship the majority of our advance fall season orders to customers beginning in July and continuing through December. Generally, orders are subject to cancellation prior to the date of shipment.

Our inventory management efforts cannot entirely eliminate inventory risk due to the inherently unpredictable nature of unseasonable weather, consumer demand, the ability of customers to cancel their advance orders prior to shipment, and other variables that affect our customers' ability to take delivery of their advance orders when originally scheduled. To minimize our purchasing costs, the time necessary to fill customer orders and the risk of non-delivery, we place a significant amount of orders for our products with contract manufacturers prior to receiving our customers' advance orders and we maintain an inventory of select products that we anticipate will be in greatest demand. In addition, we build calculated amounts of inventory to support estimated at-once orders from customers and auto-replenishment orders on certain long-lived styles.

Credit and Collection

We extend credit to our wholesale customers and distributors based on an assessment of each customer's financial condition, generally without requiring collateral. To assist us in scheduling production with our suppliers and delivering seasonal products to our customers on time, we may offer customers discounts for placing early advance orders and extended payment terms for taking delivery before peak seasonal shipping periods. These extended payment terms increase our exposure to the risk of uncollectable receivables. In order to manage the inherent risks of customer receivables, we maintain and continue to invest in information systems, processes and personnel skilled in credit, risk analysis and collections. In some markets and with some customers we use credit insurance, customer deposits or standby letters of credit to minimize our risk of credit loss.

Sourcing and Manufacturing

We do not own or operate manufacturing facilities. Virtually all of our products are manufactured to our specifications by contract manufacturers located outside the U.S. We seek to establish and maintain long-term relationships with key manufacturing partners, but generally do not maintain formal long-term manufacturing volume commitments. We believe that the use of contract manufacturers enables us to substantially limit our invested capital and to avoid the costs and risks associated with owning and operating large production facilities and managing large labor forces. We also believe that the use of contract manufacturers greatly increases our production capacity, maximizes our flexibility and improves our product pricing. We manage our supply chain from a global and regional perspective and adjust as needed to changes in the global production environment, including political risks, factory capacity, import limitations and costs, raw material costs, availability and cost of labor, and transportation costs. Without long-term commitments, there is no assurance that we will be able to secure adequate or timely production capacity or favorable pricing terms.

Our apparel, accessories and equipment are manufactured in 14 countries, with Vietnam and China accounting for approximately 61% of our 2018 apparel, accessories and equipment production. Our footwear is manufactured in three countries, with China and Vietnam accounting for substantially all of our 2018 footwear production.

Our five largest apparel, accessories and equipment factory groups accounted for approximately 32% of 2018 global apparel, accessories and equipment production, with the largest factory group accounting for approximately 11% of 2018 global apparel, accessories and equipment production. Our five largest footwear factory groups accounted for approximately 80% of 2018 global footwear production, with the largest factory group accounting for approximately 38% of 2018 global footwear production. Most of our largest suppliers have multiple factory locations, thus reducing the risk that unfavorable conditions at a single factory or location would have a material adverse effect on our business.

We maintain nine manufacturing liaison offices in a total of seven Asian countries. Personnel in these manufacturing liaison offices are direct employees of Columbia and are responsible for overseeing production at our contract manufacturers. We believe that having employees physically located in these regions enhances our ability to monitor factories for compliance with our policies, procedures and standards related to quality, delivery, pricing, and labor practices. Our quality assurance process is designed to ensure that our products meet our quality standards. We believe that our quality assurance process is an important and effective means of maintaining the quality and reputation of our products. In addition, independent contractors that manufacture products for us are subject to standards of manufacturing practices ("SMP"). Columbia sources products around the world and values legal, ethical and fair treatment of people involved in manufacturing our products. Each factory producing products for us is monitored regularly against these standards. Additional information about our SMP and corporate responsibility programs may be found at www.columbia.com and www.prana.com. The content on our websites is not incorporated by reference in this Form 10-K unless expressly noted.

Competition

The markets for outdoor and active lifestyle apparel, footwear, accessories, and equipment are highly competitive. We believe that the primary competitive factors in the end-use markets are brand strength, product innovation, design, functionality, durability, and price, as well as the effectiveness of our marketing efforts and the ability to align speed of product delivery with consumer expectations.

In each of our geographic markets, our brands face significant competition from numerous competitors, some of which are larger than we are and have greater financial, marketing and operational resources with which to compete, and others that are smaller with fewer resources but that may be deeply entrenched in local markets. The markets in Japan, China and Korea have attracted a large number of competitive local and global brands. In other markets, such as Europe, we face competition from brands that hold significant market share in one or several European markets but are not significant competitors in other key markets. Some of our large wholesale customers also market competitive apparel, footwear, accessories, and equipment under their own private label brand names. In addition, our DTC businesses expose us to branded competitors and wholesale customers who operate retail stores in key markets and who sell competitive products online. Our independent international distributors and licensees also operate in very competitive markets and compete against a variety of local and global brands.

In addition to competing for end-consumer and wholesale market share, we also compete for manufacturing capacity of independent factory groups, primarily in Asia, for retail store locations in key markets and for experienced management, staff and suppliers to lead, operate and support our global business processes. Each of these areas of competition requires distinct operational and relational capabilities and expertise in order to create and maintain long-term competitive advantages.

Government Regulation

Many of our international shipments are subject to existing or potential governmental tariff and non-tariff barriers to trade, such as import duties and potential safeguard measures that may limit the quantity of various types of goods that may be imported into the United States and other countries. These trade barriers often represent a material portion of the cost to manufacture and import our products. Our products are also subject to domestic and foreign product safety and environmental standards, laws and other regulations, which are increasingly restrictive and complex. As we strive to achieve technical innovations, we face a greater risk of compliance issues with regulations applicable to products with complex technical features. Although we diligently monitor these standards and restrictions, a state, federal or foreign government may impose new or adjusted quotas, duties, safety requirements, material restrictions, or other restrictions or regulations, any of which could have a material adverse effect on our financial condition, results of operations or cash flows.

Employees

At December 31, 2018, we had 6,511 full-time equivalent employees.

Available Information

We file with the Securities and Exchange Commission ("SEC") our annual report on Form 10-K, quarterly reports on Form 10-Q, current reports on Form 8-K and any amendments to those reports, proxy statements, and registration statements. In addition, the SEC maintains an internet site at http://www.sec.gov that contains reports, proxy and information statements, and other information regarding issuers, including us, that file electronically. We make available free of charge on or through the investor relations section on our website at http://investor.columbia.com/results.cfm our proxy statements, annual reports on Form 10-K, quarterly reports on Form 10-Q, current reports on Form 8-K, and amendments to these reports filed or furnished pursuant to Section 13(a) or 15(d) of the Exchange Act as soon as reasonably practicable after we file these materials with the SEC.

Item 1A. RISK FACTORS

In addition to the other information contained in this Form 10-K, the following risk factors should be considered carefully in evaluating our business. Our business, financial condition, results of operations, or cash flows may be materially adversely affected by these and other risks. Please note that additional risks not presently known to us or that we currently deem immaterial may also impair our business and operations.

We May Be Unable to Execute our Business Strategies

Our business strategies aim to achieve sustainable, profitable growth by creating innovative products at competitive prices, focusing on product design, utilizing innovations to differentiate our brands from competitors, working to ensure that our products are sold through strong distribution partners capable of effectively presenting our brands to consumers, increasing the impact of consumer communications to drive demand for our brands and sell-through of our products, making sure our products are merchandised and displayed appropriately in retail environments, expanding our presence in key markets around the world, and continuing to build brand-enhancing DTC businesses. We intend to pursue these strategies across our portfolio of brands, product categories and geographic markets. Our failure to successfully implement our business strategies could have a material adverse effect on our financial condition, results of operations or cash flows.

To implement our business strategies and related initiatives, we must continue to, among other things, modify and fund various aspects of our business, execute effective change management, effectively prioritize our strategies and initiatives, including maintenance and enhancement of our information technology systems and supply chain operations to improve efficiencies, and attract, retain and manage qualified personnel. These efforts, coupled with a continuous focus on expense discipline, place increasing strain on internal resources, and we may have operating difficulties as a result. For example, in support of our business strategies, we are making significant investments in our business processes and information technology systems that require significant management attention and corporate resources. This may make it increasingly difficult to pursue other strategic opportunities, such as acquisitions. Our business strategies involve many risks and uncertainties that, if not managed effectively, may have a material adverse effect on our financial condition, results of operations or cash flows.

Our business strategies and related initiatives generally involve increased expenditures, which could cause our operating margin to decline if we are unable to offset our increased spending with increased sales or gross profit or comparable reductions in other operating costs. If our sales or gross profit decline or fail to grow as planned and we fail to sufficiently leverage our operating expenses, including costs associated with certain strategies and major initiatives requiring significant commitment, which may be difficult to reduce, our profitability will decline. This could result in a decision to delay, reduce, modify, or terminate certain business strategies and initiatives, which could limit our ability to invest in and grow our business and could have a material adverse effect on our financial condition, results of operations or cash flows.

Initiatives to Upgrade Our Business Processes and Information Technology Systems Involve Many Risks Which Could Result in, Among Other Things, Business Interruptions and Higher Costs

We regularly implement business process improvement and information technology initiatives intended to optimize our operational and financial performance. Our current initiatives include investment in our information technology systems to support the growth and expansion of our DTC businesses, as well as continued optimization of and upgrades to our integrated enterprise resource planning ("ERP") software solutions and other complementary information technology systems, which support our supply chain, product design and development processes, corporate administrative functions, go-to-market strategies, DTC strategies and operations, and business reporting and analytics. Implementation of and upgrades to these solutions and systems are highly dependent on coordination of numerous employees, contractors and software and system providers. The interdependence of these solutions and systems is a significant risk to the successful completion of these initiatives, and the failure of any one contractor or system could have a material adverse effect on the functionality of our overall information technology systems. We may experience difficulties as we transition to these new or upgraded systems and processes, including loss or corruption of data, delayed shipments, interruptions of DTC operations, decreases in productivity as our personnel implement and become familiar with new systems, increased costs, and lost revenues. In addition, transitioning to these new or upgraded systems requires significant capital investments and personnel resources. Difficulties in implementing new or upgraded information systems or significant system failures, including system outages, delayed implementation and loss of system availability, could disrupt our operations and have a material adverse effect on our financial condition, results of operations or cash flows.

These implementations have a pervasive effect on our business processes and information systems across a significant portion of our operations. As a result, we are undergoing significant changes in our operational processes and internal controls as our implementations progress, which in turn require significant change management, including training of and testing by our personnel. If we are unable to successfully manage these changes as we implement these systems, including harmonizing our systems, data, processes, and reporting analytics, our ability to conduct, manage and control routine business functions could be negatively affected and significant disruptions to our business could occur. In addition, we could incur material unanticipated expenses, including additional costs of implementation or costs of conducting business. These risks could result in significant business disruptions or divert management's attention from key strategic initiatives and have a material adverse effect on our financial condition, results of operations or cash flows.

We Rely on Information Technology Systems, Some of Which Are Highly Customized

Our business is increasingly reliant on information technology. Information technology systems are used across our supply chain and retail operations, from design to distribution and sales, and are used as a method of communication among employees, with our subsidiaries and liaison offices overseas and with our customers, vendors and retail stores. We rely on our information systems to allocate resources, pay vendors, collect from customers, process transactions, manage product data, develop demand and supply plans, forecast and report operating results, and meet regulatory requirements. We are also dependent on information technology, including the internet, for our DTC businesses, including our e-commerce operations and retail business credit card transaction authorization. As a result, any disruption to these systems, including the loss or corruption of data and information, could have a material adverse effect on our ability to operate our business and our financial condition, results of operations or cash flows.

Our legacy product development, retail and other systems, on which we continue to manage a substantial portion of our business activities, are highly customized. As a result, the availability of internal and external resources with the expertise to maintain these systems is limited. Our legacy systems may not support desired functionality for our operations and may inhibit our ability to operate efficiently, which could have an adverse effect on our financial condition, results of operations or cash flows. As we continue to transition from our legacy systems and implement new systems, certain functionality and information from our legacy systems, including that of third party systems that interface with our legacy systems, may not be fully compatible with the new systems. As a result, temporary processes or solutions may be required, including manual operations, which could significantly increase the risk of loss or corruption of data and information used by the business or result in business disruptions, which could have a material adverse effect on our financial condition, results of operations or cash flows.

A Security Breach of Our or Our Third Parties' Systems, Exposure of Personal or Confidential Information or Increased Government Regulation Relating to Handling of Personal Data, Could, Among Other Things, Disrupt Our Operations or Cause Us to Incur Substantial Costs or Negatively Affect Our Reputation

We and many of our third parties, such as vendors, manage and maintain various types of proprietary information and sensitive and confidential data relating to our business, such as personally identifiable information of our consumers and employees and business partners, as well as credit card information in certain instances. Our information technology systems, or those of certain key vendors or other third parties on which we rely, are subject to an increasing threat of continually evolving cybersecurity risks. A breach in the security of our or their systems could result in business disruptions, which could have a material adverse effect on our financial condition, results of operations or cash flows. Unauthorized parties may attempt to gain access to these systems or information through fraud or other means of deceiving our employees or third-party service providers. Hardware, software or applications we develop or obtain from third parties may contain defects in design or manufacture or other problems that could unexpectedly compromise information security. The methods used to obtain unauthorized access, disable or degrade service or sabotage systems are constantly changing and evolving, and may be difficult to anticipate or detect for long periods of time. We have implemented and regularly review and update processes and procedures to protect against unauthorized access to or use of secured data and to prevent data loss. However, the ever-evolving threats mean we and our third parties must continually evaluate and adapt our systems and processes, and there is no guarantee that these efforts will be adequate to safeguard against all data security breaches or misuses of data. For example, in February 2017, we reported the discovery of a cybersecurity incident involving our prAna.com e-commerce website, for which a number of responsive actions were taken, including notification of potentially affected prAna consumers.

In addition, any future breaches of our security measures, or the accidental loss, inadvertent disclosure or unapproved or non-compliant dissemination of proprietary information or sensitive and confidential data about us, our customers, our consumers, our suppliers, or our employees, could expose us, our customers, our consumers, our suppliers, our employees, or other individuals that may be affected to a risk of loss or misuse of this information, result in litigation and potential liability for us, damage our reputation, or otherwise harm our business and could have a material adverse effect on our financial condition, results of operations or cash flows. In addition, as the regulatory environment related to information security, data collection and use and privacy becomes increasingly rigorous, with new and constantly changing requirements applicable to our business, compliance with those requirements could also result in additional costs. For example, the European Union adopted a new regulation that became effective May 25, 2018, called the General Data Protection Regulation ("GDPR"), which requires companies to meet additional requirements regarding the handling of personal data, including its use, protection and the ability of persons whose data is stored to exercise certain individual rights with respect to their personal data. The GDPR calls for privacy and process enhancements, accompanied by a commitment of resources and other expenditures in support of compliance. Violations of the GDPR could result in significant penalties. More recently, California passed the California Data Privacy Protection Act, which goes into effect in January 2020 and provides broad rights to California consumers with respect to the collection and use of their information by businesses. The new California law further expands the privacy and process enhancements and commitment of resources in support of compliance with California's regulatory requirements and may lead to similar laws in other U.S. states or at a national leve

We Depend on Contract Manufacturers

Our products are manufactured by contract manufacturers worldwide. Although we enter into purchase order commitments with these contract manufacturers each season, we generally do not maintain long-term manufacturing commitments with them, and various factors could interfere with our ability to source our products. Without long-term or reserve commitments, there is no assurance that we will be able to secure adequate or timely production capacity or favorable pricing if growth or product demand differs from our forecasts. Contract manufacturers may fail to perform as expected or our competitors may obtain production capacities that effectively limit or eliminate the availability of these resources to us. Adverse developments in trade or political relations with China or other countries where we source our products may impact our ability to source product from such locations, as well as require us to source product from countries with which we have had limited or no historical sourcing activities. If a contract manufacturer fails to ship orders in a timely manner or to meet our standards or if we are unable to obtain necessary capacities, we could experience supply disruptions that would hinder our ability to satisfy demand through our DTC businesses and we may miss delivery deadlines or incur additional costs, which may cause our wholesale or distributor customers to cancel their orders, refuse to accept deliveries or demand a reduction in purchase prices, any of which could have a material adverse effect on our financial condition, results of operations or cash flows.

Reliance on contract manufacturers also creates quality control risks. Contract manufacturers may need to use sub-contracted manufacturers to fulfill demand and these manufacturers may have less experience producing our products or possess lower overall capabilities, which could result in compromised quality of our products. A failure in our quality control program, or a failure of our contract manufacturers or their contractors to meet our quality control standards, may result in diminished product quality, which in turn could result in increased order cancellations, price concessions and returns, decreased consumer demand for our products, non-compliance

with our product standards or regulatory requirements, or product recalls (or other regulatory actions), any of which may have a material adverse effect on our financial condition, results of operations or cash flows.

We also have license agreements that permit unaffiliated parties to manufacture or contract to manufacture products using our trademarks. We impose standards of manufacturing practices on our contract manufacturers and licensees for the benefit of workers and require compliance with our restricted substances list and product safety and other applicable environmental, health and safety laws. We also require our contract manufacturers and licensees to impose these practices, standards and laws on their contractors. If a contract manufacturer, licensee or subcontractor violates labor or other laws or engages in practices that are not generally accepted as safe or ethical, the manufacturer, licensee or subcontractor or its respective employees may suffer serious injury due to industrial accidents, the manufacturer may suffer disruptions to its operations due to work stoppages or employee protests and we may experience production disruptions, lost sales or significant negative publicity that could result in long-term damage to our reputation. In some circumstances, parties may assert that we are liable for our independent manufacturers', licensees' or subcontractors' labor and operational practices, which could have a material adverse effect on our brand image and our financial condition, results of operations or cash flows, in particular if such assertions are successful.

We May Be Adversely Affected by Volatility in Global Production and Transportation Costs and Capacity

Our product costs are subject to substantial fluctuation based on:

- Availability and quality of raw materials;
- The prices of oil, leather, natural down, cotton, and other raw materials whose prices are determined by global commodity
 markets and can be very volatile;
- Changes in labor markets and wage rates paid by our independent factory partners, which are often mandated by governments in the countries where our products are manufactured, for example in China and Vietnam;
- Disruption to shipping and transportation channels utilized to bring our products to market:
- Interest rates and currency exchange rates:
- Availability of skilled labor and production capacity at contract manufacturers;
 and
- General economic conditions.

Prolonged periods of inflationary pressure on some or all input costs will result in increased costs to produce our products that may result in reduced gross profit or necessitate price increases for our products that could adversely affect consumer demand for our products.

In addition, many of our products are manufactured outside of our principal sales markets, which requires these products to be consolidated and transported by third parties, sometimes over large geographical distances. Shortages in ocean, land or air freight capacity and volatile fuel costs can result in rapidly changing transportation costs or an inability to transport our products in a timely manner. Similarly, disruption to shipping and transportation channels due to labor disputes could cause us to rely more heavily on alternative modes of transportation to achieve timely delivery to our customers, resulting in significantly higher freight costs. Because we price our products in advance and changes in transportation and other costs may be difficult to predict, we may not be able to pass all or any portion of these higher costs on to our customers or adjust our pricing structure in a timely manner in order to remain competitive, either of which could have a material adverse effect on our financial condition, results of operations or cash flows.

We May Be Adversely Affected by Volatile Economic Conditions

We are a consumer products company and are highly dependent on consumer discretionary spending and retail traffic patterns. Purchasing patterns of our customers can vary year to year as they attempt to forecast and match their seasonal advance orders, in-season replenishment and at-once orders to eventual seasonal consumer demand. In addition, as we have expanded our DTC businesses, we have increased our direct exposure to the risks associated with volatile and unpredictable consumer discretionary spending patterns. Consumer discretionary spending behavior is inherently unpredictable and consumer demand for our products may not reach our sales targets, or may decline, especially during periods of heightened economic uncertainty in our key markets. Our sensitivity to economic cycles and any related fluctuation in consumer demand may have a material adverse effect on our financial condition, results of operations or cash flows.

We May Be Adversely Affected by the Financial Health of Our Customers

In recent periods, economic uncertainty and shifts in consumer purchasing patterns in our key markets have had an adverse effect on the financial health of our customers, some of whom have reduced their store fleet, filed or may file for protection under bankruptcy laws, restructured, or ceased operations. We extend credit to our customers based on an assessment of the customer's financial condition, generally without requiring collateral. To assist in the scheduling of production and the shipping of seasonal products, we offer customers discounts for placing advance orders. We face increased risk of order reduction and cancellation and reduced availability of credit

insurance coverage when dealing with financially ailing retailers or retailers struggling with economic uncertainty. Some of our significant wholesale customers have liquidated or reorganized, while others have had financial difficulties in the past or have experienced tightened credit markets, sales declines and reduced profitability, which have had an adverse effect on our business. Future customer liquidations or reorganizations could have a material adverse effect on our financial condition, results of operations or cash flows. In addition, we may choose to limit our credit risk by reducing our level of business with customers experiencing financial difficulties and may not be able to replace those revenues with other customers or through our DTC businesses within a reasonable period, which could have a material adverse effect on our financial condition, results of operations or cash flows.

We May Be Adversely Affected by Retailer Consolidation

When our wholesale customers combine their operations through mergers, acquisitions or other transactions, their consolidated order volume may decrease while their bargaining power and the competitive threat they pose by marketing products under their own private labels may increase. Some of our significant customers have consolidated their operations in the past, which in turn has had a negative effect on our business. Future customer consolidations could have a material adverse effect on our financial condition, results of operations or cash flows.

We May Be Adversely Affected by Global Credit Market Conditions

Economic downturns and economic uncertainty generally affect global credit markets. Our vendors, customers and other participants in our supply chain may require access to credit markets in order to do business. Credit market conditions may slow our collection efforts as customers find it more difficult to obtain necessary financing, leading to higher than normal accounts receivable. This could result in greater expense associated with collection efforts and increased bad debt expense. Credit conditions may impair our vendors' ability to finance the purchase of raw materials or general working capital needs to support our production requirements, resulting in a delay or non-receipt of inventory shipments during key seasons.

Historically, we have limited our reliance on debt to finance our working capital, capital expenditures and investing activity requirements. We expect to fund our future capital expenditures with existing cash, expected operating cash flows and credit facilities, but, if the need arises to finance additional expenditures, we may need to seek additional funding. Our ability to obtain additional financing will depend on many factors, including prevailing market conditions, our financial condition and our ability to negotiate favorable terms and conditions. Financing may not be available on terms that are acceptable or favorable to us, if at all.

We May Be Adversely Affected by Currency Exchange Rate Fluctuations

We derive a significant portion of our net sales from markets outside the United States, which are comprised of sales to wholesale customers and directly to consumers by our entities in Europe, Korea, Japan, China, and Canada and sales to independent international distributors who operate within the EMEA and LAAP regions. Sales and related operational expenses of our foreign entities, as well as their respective assets and liabilities, are denominated in currencies other than the U.S. dollar and translated into U.S. dollars for periodic reporting purposes using the exchange rates in effect during each period. If the U.S. dollar strengthens against the foreign entity's functional currency, translated revenues and expenses will decline on a relative basis.

The majority of our purchases of finished goods inventory from contract manufacturers are denominated in U.S. dollars, including purchases by our foreign entities. The cost of these products may be affected by relative changes in the value of the local currencies of these entities in relation to the U.S. dollar and in relation to the local currencies of our manufacturing vendors. In order to facilitate solicitation of advance orders from wholesale customers and distributors for the spring and fall seasons, we establish local-currency-denominated wholesale and retail price lists in each of our foreign entities approximately six to nine months prior to U.S. dollar-denominated seasonal inventory purchases. As a result, our consolidated results are directly exposed to transactional foreign currency exchange risk to the extent that the U.S. dollar strengthens during the six to nine months between when we establish seasonal local-currency prices and when we purchase inventory.

We employ several tactics in an effort to mitigate this transactional currency risk, including the use of currency forward and option contracts. We may also implement local-currency wholesale and retail price increases in our foreign direct markets in an effort to mitigate the effects of currency exchange rate fluctuations on inventory costs. There is no assurance that our use of currency forward and option contracts and implementation of price increases, in combination with other tactics, will succeed in fully mitigating the negative effects of adverse foreign currency exchange rate fluctuations on the cost of our finished goods in a given period or that price increases will be accepted by our wholesale customers, distributors or consumers. Our gross margins are adversely affected whenever we are not able to offset the full extent of finished goods cost increases caused by adverse fluctuations in foreign currency exchange rates.

We enter into foreign currency forward exchange contracts to manage currency exposures for monetary assets and liabilities denominated in a currency other than an entity's functional currency. As a result, any foreign currency remeasurement gains and losses recorded in

other income (expense) are generally offset with gains and losses on the foreign currency forward exchange contracts in the same reporting period.

In addition to the direct currency exchange rate exposures described above, our business is indirectly exposed to currency exchange rate risks. For example, all of the EMEA and LAAP distributors to whom we sell purchase their inventory from us in U.S. dollars. Weakening of a distributor's functional currency relative to the U.S. dollar makes it more expensive for it to purchase finished goods inventory from us. In order to make those purchases and pay us on a timely basis, our distributors must exchange sufficient quantities of their functional currency for U.S. dollars through the financial markets. Some of our distributors have experienced periods during which they have been unable to obtain U.S. dollars in sufficient amounts to complete their purchase of finished goods inventory or to pay amounts owed for past purchases. Although each distributor bears the full risk of fluctuations in the value of its currency against the U.S. dollar, our business can be indirectly affected when adverse fluctuations cause a distributor to cancel portions of prior advance orders or significantly reduce its future purchases or both. In addition, price increases that our distributors implement in an effort to offset higher product costs may make our products less price-competitive in those markets and reduce consumer demand for our products.

Currency exchange rate fluctuations may also create indirect risk to our business by disrupting the business of independent finished goods manufacturers from which we purchase our products. When their functional currencies weaken in relation to other currencies, the raw materials they purchase on global commodities markets become more expensive and more difficult to finance. Although each manufacturer bears the full risk of fluctuations in the value of its currency against other currencies, our business can be indirectly affected when adverse fluctuations cause a manufacturer to raise the prices of goods it produces for us, disrupt the manufacturer's ability to purchase the necessary raw materials on a timely basis or disrupt the manufacturer's ability to function as an ongoing business.

Primarily for each of the reasons described above, currency fluctuations and disruptions in currency exchange markets may have a material adverse effect on our financial condition, results of operations or cash flows.

Our Orders from Customers Are Subject to Cancellation

We do not have long-term contracts with any of our wholesale customers. We do have contracts with our independent international distributors; however, although these contracts may have annual purchase minimums which must be met in order to retain distribution rights, the distributors are not otherwise obligated to purchase product. Sales to our wholesale customers and distributors are generally on an order-by-order basis and are subject to rights of cancellation and rescheduling. We consider the timing of delivery dates in our wholesale customer orders when we forecast our sales and earnings for future periods. If any of our major customers, including distributors, experience a significant downturn in business or fail to remain committed to our products or brands, these customers could postpone, reduce, cancel, or discontinue purchases from us. As a result, we could experience a decline in sales or gross profit, write-downs of excess inventory, increased discounts, extended credit terms to our customers, or uncollectable accounts receivable, which could have a material adverse effect on our financial condition, results of operations or cash flows.

We May Not Realize Returns on Our Investments in Our DTC Businesses

In recent years, our DTC businesses have grown substantially, and we anticipate continued growth in the future. Accordingly, we continue to make significant investments in our online platforms and physical retail locations, including the investment in our global retail platform, information technology system upgrades, entering into or renewing long-term store leases, constructing leasehold improvements, purchasing fixtures and equipment, and investing in inventory and personnel. Since many of the costs of our DTC businesses are fixed, we may be unable to reduce expenses in order to avoid losses or negative cash flows if we have insufficient sales. Our DTC businesses are dependent upon our ability to operate in an increasingly complex and evolving marketplace and the results of these businesses are highly dependent on retail traffic patterns in our physical locations and on our online platforms where our products are sold, as well as the spending patterns of our consumers. If we are unable to effectively navigate the DTC marketplace, including, among other things, enhancing our consumer experience and digital capabilities in order to provide a competitive online and in-store shopping environment, or to effectively anticipate and respond to consumer buying patterns and expectations, our ability to generate sales through our DTC businesses may be adversely affected, which in turn could have a material adverse effect on our financial condition, results of operations or cash flows.

Labor costs and labor-related benefits are primary components in the cost of our retail operations and are affected by various federal, state and foreign laws governing matters such as minimum wage rates, overtime compensation and other requirements. For example, we have seen significant political pressure and legislative actions to increase the minimum wage rate in many of the jurisdictions within which our stores are located. If we are unable to operate profitable stores or if we close stores, we may experience significant reductions in sales and income or incur significant write-downs of inventory, severance costs, lease termination costs, impairment losses on long-lived assets, or loss of working capital, which could have a material adverse effect on our financial condition, results of operations or cash flows.

In addition, from time to time we license the right to operate retail stores for our brands to third parties, primarily to our independent international distributors. We provide training to support these stores and set operational standards. However, these third parties may not operate the stores in a manner consistent with our standards, which could cause reputational damage to our brands or harm these third parties' sales and as a result harm our financial condition, results of operations or cash flows.

Our Results of Operations Could Be Materially Harmed If We Are Unable to Accurately Match Supply Forecast with Consumer Demand for Our Products

Many factors may significantly affect demand for our products, including, among other things, economic conditions, fashion trends, the financial condition of our independent international distributors and wholesale customers, consumer and customer preferences, and weather, making it difficult to accurately forecast demand for our products and our future results of operations. To minimize our purchasing costs, the time necessary to fill customer and consumer orders and the risk of non-delivery, we place a significant amount of orders for our products with contract manufacturers prior to receiving orders from our customers and consumers, and we maintain an inventory of various products that we anticipate will be in greatest demand. In addition, customers are generally allowed to cancel orders prior to shipment.

Factors that could affect our ability to accurately forecast demand for our products include:

- Unseasonable weather conditions;
- Our reliance, for certain demand and supply planning functions, on manual processes and judgments that are subject to human error:
- Consumer acceptance of our products or changes in consumer preferences and demand for products of our competitors, which could increase pressure on our product development cycle;
- Unanticipated changes in general market conditions or other factors, which may result in lower advance orders from wholesale
 customers and distributors, cancellations of advance orders or a reduction or increase in the rate of reorders placed by customers;
 and
- Weak economic conditions or consumer confidence, which could reduce demand for discretionary items, such as our products.

In some cases, we may produce quantities of product that exceed actual demand, which could result in higher inventory levels that we need to liquidate at discounted prices. During periods of unseasonable weather conditions, weak economic conditions, unfavorable currency fluctuations, or unfavorable geopolitical conditions in key markets, we may experience a significant increase in the volume of order cancellations by our customers, including cancellations resulting from the bankruptcy, liquidation or contraction of some customers' operations. We may not be able to sell all of the products we have ordered from contract manufacturers or that we have in our inventory. Inventory levels in excess of customer demand may result in inventory write-downs and the sale of excess inventory at discounted prices through our owned outlet stores or third-party liquidation channels, which could have a material adverse effect on our brand image, financial condition, results of operations, or cash flows.

Conversely, if we underestimate demand for our products or if our contract manufacturers are unable to supply products when we need them, we may experience inventory shortages. Inventory shortages may prevent us from fulfilling customer orders, delay shipments to customers, negatively affect customer and consumer relationships, result in increased costs to expedite production and delivery, and diminish our ability to build brand loyalty. Shipments delayed due to limited factory capacity, transportation disruption or limited transportation capacity, port disruption or other factors could result in order cancellations by our customers, which could have a material adverse effect on our financial condition, results of operations or cash flows.

We Face Risks Associated with Consumer Preferences and Fashion Trends

Changes in consumer preferences, consumer purchasing behavior, consumer interest in outdoor activities, and fashion trends may have a material adverse effect on our business. We also face risks because our success depends on our and our customers' abilities to anticipate consumer preferences and buying patterns, including the growth of e-commerce off-price retailing and online comparison shopping, and respond to changes in a timely manner. Lead times for many of our products may make it more difficult for us to respond rapidly to new or changing product trends or consumer preferences. In addition, our decisions about product designs often are made far in advance of consumer acceptance. Although we try to manage our inventory risk by soliciting advance order commitments from customers, we generally place a significant portion of our seasonal production orders with our contract manufacturers before we have received all of a season's advance orders from customers, and orders may be canceled by customers before shipment. If we or our customers fail to anticipate and respond to consumer preferences or fail to respond in a timely manner or if we or our customers are unable to effectively navigate a transforming retail marketplace, we could suffer reputational damage to our brands and we may experience lower sales, excess inventories and lower profit margins in current and future periods, any of which could have a material adverse effect on our financial condition, results of operations or cash flows.

We May Be Adversely Affected by Weather Conditions, Including Global Climate Change Trends

Our business is adversely affected by unseasonable weather conditions. A significant portion of the sales of our products is dependent in part on the weather and likely to decline in years in which weather conditions do not stimulate demand for our products. Periods of unseasonably warm weather in the fall or winter or unseasonably cold weather in the spring and summer may have a material adverse effect on our financial condition, results of operations or cash flows. Unintended inventory accumulation by our customers resulting from unseasonable weather in one season generally negatively affects orders in future seasons, which may have a material adverse effect on our financial condition, results of operations or cash flows.

A significant portion of our business is highly dependent on cold-weather seasons and patterns to generate consumer demand for our cold-weather apparel and footwear. Consumer demand for our cold-weather products may be negatively affected to the extent global weather patterns trend warmer, reducing typical patterns of cold-weather events or increasing weather volatility, which could have a material adverse effect on our financial condition, results of operations or cash flows.

Acquisitions Are Subject to Many Risks

From time to time, we may pursue growth through strategic acquisitions of assets or companies. Acquisitions are subject to many risks, including potential loss of significant customers or key personnel of the acquired business as a result of the change in ownership, difficulty integrating the operations of the acquired business or achieving targeted efficiencies, the incurrence of substantial costs and expenses related to the acquisition effort, and diversion of management's attention from other aspects of our business operations. For example, we may face integration challenges as we continue to fully integrate the operations of our prAna subsidiary acquired in May 2014.

Acquisitions may also cause us to incur debt or result in dilutive issuances of our equity securities. Our acquisitions may cause large one-time expenses or create goodwill or other intangible assets that could result in significant impairment charges in the future. We also make various estimates and assumptions in order to determine purchase price allocation and estimate the fair value of assets acquired and liabilities assumed. If our estimates or assumptions used to value these assets and liabilities vary from actual or future projected results, we may be exposed to losses, including impairment losses, that could be material.

We do not provide any assurance that we will be able to successfully integrate the operations of any acquired businesses into our operations or achieve the expected benefits of any acquisitions. The failure to successfully integrate newly acquired businesses or achieve the expected benefits of strategic acquisitions in the future could have an adverse effect on our financial condition, results of operations or cash flows. We may not complete a potential acquisition for a variety of reasons, but we may nonetheless incur material costs in the preliminary stages of evaluating and pursuing such an acquisition that we cannot recover.

Global Regulation and Economic and Political Conditions, as well as Potential Changes in Regulations, Legislation and Government Policy, May Negatively Affect Our Business

We are subject to risks generally associated with doing business internationally. These risks include the burden of complying with, and unexpected changes to, foreign and domestic laws and regulations, including anti-corruption regulations and sanctions regimes, the effects of fiscal and political crises and political and economic disputes, changes in diverse consumer preferences, foreign currency exchange rate fluctuations, managing a diverse and widespread workforce, political unrest, terrorist acts, military operations, disruptions or delays in shipments, disease outbreaks, natural disasters, and changes in economic conditions in countries in which we manufacture or sell products. These factors, among others, may affect our ability to sell products in certain markets, our ability to collect accounts receivable, our ability to manufacture products or procure materials, and our cost of doing business.

For example, in the past, political and economic turmoil in certain South American distributor markets have resulted in currency and import restrictions, limiting our ability to sell products in some countries in this region. Also, Russia constitutes a significant portion of our non-U.S. sales and operating income and a significant change in conditions in that market has had an adverse effect on our results of operations in the past. The United Kingdom's June 23, 2016 referendum, in which voters approved its exit from the European Union (commonly referred to as "Brexit"), has created economic uncertainty and volatility in currency exchange rates, and the potential adverse effects of changes to the legal and regulatory framework that apply to the United Kingdom and its relationship with the European Union, and the associated effects on our European operations, are unknown. If any of these or other factors make the conduct of business in a particular country, or region, undesirable or impractical, our business may be materially and adversely affected.

In the U.S., the current administration has publicly supported trade proposals, including recently established tariffs on U.S. products imported from China, modifications to international trade policy, and other changes that may affect U.S. trade relations with other countries, any of which may require us to significantly modify our current business practices or may otherwise materially and adversely affect our business.

In addition, many of our imported products are subject to duties, tariffs or other import limitations that affect the cost and quantity of various types of goods imported into the United States and other markets. Any country in which our products are produced or sold may eliminate, adjust or impose new import limitations, duties, anti-dumping penalties, or other charges or restrictions, any of which could have a material adverse effect on our financial condition, results of operations or cash flows.

We May Have Additional Tax Liabilities or Experience Increased Volatility in Our Effective Tax Rate

As a global company, we determine our income tax liability in various tax jurisdictions based on an analysis and interpretation of local tax laws and regulations. This analysis requires a significant amount of judgment and estimation and is often based on various assumptions about the future actions of the local tax authorities. These determinations are the subject of periodic domestic and foreign tax audits. Although we accrue for uncertain tax positions, our accruals may be insufficient to satisfy unfavorable findings. Unfavorable audit findings and tax rulings may result in payment of taxes, fines and penalties for prior periods and higher tax rates in future periods, which may have a material adverse effect on our financial condition, results of operations or cash flows.

On December 22, 2017, the U.S. government enacted comprehensive tax legislation, commonly referred to as the Tax Cuts and Jobs Act (the "TCJA"). The TCJA made broad and complex changes to the U.S. tax code. Implementation of the TCJA legislation required us to record incremental provisional tax expense in 2017 and 2018, which significantly increased our 2017 effective tax rate and increased our 2018 effective tax rate. In addition, the TCJA may also materially affect our 2019 effective tax rate and our financial condition, results of operations or cash flows. The actual amounts may differ from our provisional estimates due to, among other factors, a change in interpretation of the applicable revisions to the U.S. tax code and related tax accounting guidance, changes in assumptions made in developing these estimates, and regulatory guidance that may be issued with respect to the applicable revisions to the U.S. tax code, and state tax implications.

Other changes in the tax laws of the jurisdictions where we do business, including an increase in tax rates or an adverse change in the treatment of an item of income or expense, could result in a material increase in our tax expense. For example, changes in the tax laws of foreign jurisdictions could arise as a result of the Base Erosion and Profit Shifting (BEPS) project undertaken by the Organization for Economic Co-operation and Development (OECD). The OECD, which represents a coalition of member countries, has recommended changes to numerous long-standing tax principles. As these changes are adopted by countries, tax uncertainty could increase and may adversely affect our provision for income taxes.

We Operate in Highly Competitive Markets

The markets for apparel, footwear, accessories, and equipment are highly competitive, as are the markets for our licensed products. In each of our geographic markets, we face significant competition from global and regional branded apparel, footwear, accessories, and equipment companies, including competition from companies with significantly greater resources than ours.

Retailers who are our customers often pose our most significant competitive threat by designing and marketing apparel, footwear, accessories, and equipment under their own private labels. For example, in the United States and Europe, several of our largest customers have developed significant private label brands that compete directly with our products. These retailers have assumed an increasing degree of inventory risk in their private label products and, as a result, may first cancel advance orders with us in order to manage their own inventory levels downward during periods of unseasonable weather or weak economic cycles. As our DTC businesses grow, we also experience direct competition from retailers that are our customers, some of which primarily operate e-commerce operations and employ aggressive pricing strategies. We also compete with other companies for the production capacity of contract manufacturers from which we source our products and for import capacity. Many of our competitors are significantly larger than we are and have substantially greater financial, distribution, marketing, and other resources, more stable manufacturing resources and greater brand strength than we have. In addition, when our competitors combine operations through mergers, acquisitions or other transactions, their competitive strengths may increase.

Increased competition may result in reduced access to production capacity, challenges in obtaining favorable locations for our retail stores, reductions in display areas in retail locations, reductions in sales, or reductions in our profit margins, any of which may have a material adverse effect on our financial condition, results of operations or cash flows.

We Rely on Innovation to Compete in the Market for Our Products

To distinguish our products in the marketplace and achieve commercial success, we rely on product innovations, including new or exclusive technologies, inventive and appealing design or other differentiating features. Although we are committed to designing innovative and functional products that deliver relevant performance benefits to consumers, who participate in a wide range of competitive and recreational outdoor activities, if we fail to introduce technical innovation in our products that address consumers' performance expectations, we could suffer reputational damage to our brands and demand for our products could decline.

As we strive to achieve product innovations, we face a greater risk of inadvertent infringements of third party rights or compliance issues with regulations applicable to products with technical features or components. In addition, technical innovations often involve more complex manufacturing processes, which may lead to higher instances of quality issues, and if we experience problems with the quality of our products, we may incur substantial expense to address the problems and any associated product risks. Failure to successfully bring to market innovations in our product lines could have a material adverse effect on our financial condition, results of operations or cash flows.

Our Success Depends on Our Use and Protection of Intellectual Property Rights

Our registered and common law trademarks and our patented or patent-pending designs and technologies have significant value and are important to our ability to differentiate our products from those of our competitors and to create and sustain demand for our products. We also place significant value on our trade dress and the overall appearance and image of our products. We regularly discover products that are counterfeit reproductions of our products or that otherwise infringe on our proprietary rights. Counterfeiting activities typically increase as brand recognition increases, especially in markets outside the United States. Increased instances of counterfeit manufacture and sales may adversely affect our sales and the reputation of our brands and result in a shift of consumer preference away from our products. The actions we take to establish and protect trademarks and other proprietary rights may not be adequate to prevent imitation of our products by others or to prevent others from seeking to block sales of our products as violations of proprietary rights. In markets outside of the United States, it may be more difficult for us to establish our proprietary rights and to successfully challenge use of those rights by other parties. We also license our proprietary rights to third parties. We could suffer reputational damage to our brands if we fail to choose appropriate licensees and licensed product categories. In addition to our own intellectual property rights, many of the intellectual property rights in the technology, fabrics and processes used to manufacture our products are generally owned or controlled by our suppliers and are generally not unique to us. In those cases, we may not be able to adequately protect our products or differentiate their performance characteristics and fabrications from those of our competitors. The management of our intellectual property portfolio may affect the strength of our brands, which may in turn have a material adverse effect on our financial condition, results of op

Although we have not been materially inhibited from selling products in connection with patent, trademark and trade dress disputes, as we focus on innovation in our product lines, extend our brands into new product categories and expand the geographic scope of our marketing, we may become subject to litigation based on allegations of infringement or other improper use of intellectual property rights of third parties, including third party trademark, copyright and patent rights. An increasing number of our products include technologies or designs for which we have obtained or applied for patent protection. Failure to successfully obtain and maintain patents on these innovations could negatively affect our ability to market and sell our products. Litigation is often necessary to defend against claims of infringement or to enforce and protect our intellectual property rights. As we utilize e-commerce and social media to a greater degree in our sales and marketing efforts, we face an increasing risk of patent infringement claims from non-operating entities and others covering broad functional aspects of internet operations. Intellectual property litigation may be costly and may divert management's attention from the operation of our business. Adverse determinations in any litigation may result in the loss of our proprietary rights, subject us to significant liabilities or require us to seek licenses from third parties, which may not be available on commercially reasonable terms, if at all. Any of these outcomes may have a material adverse effect on our financial condition, results of operations or cash flows.

In addition, as we continue to operate globally, expand the geographic scope of our business, and adopt new technologies and product categories, intellectual property disputes may increase, making it more expensive and challenging to establish and protect our intellectual property rights and to defend against claims of infringement by others, which could have a material adverse effect on our financial condition, results of operations or cash flows.

Our Success Depends on Our Distribution Facilities

Our ability to meet customer expectations, manage inventory, complete sales, and achieve objectives for operating efficiencies depends on the proper operation of our existing distribution facilities, as well as the facilities of third-party logistics companies, the development or expansion of additional distribution capabilities and services, and the timely performance of services by third parties, including those involved in shipping product to and from our distribution facilities. In the United States, we rely primarily on our distribution centers in Portland, Oregon and Robards, Kentucky, as well as third-party logistics companies; in Canada, we rely primarily on our distribution facility in London, Ontario; in Europe, we rely primarily on our distribution center in Cambrai, France; in Japan, Korea and China, we rely primarily on third-party logistics companies near Tokyo, Seoul and Shanghai, respectively.

Our primary distribution facilities in the United States, France and Canada are highly automated, which means that their operations are complicated and may be subject to a number of risks related to computer viruses, the proper operation of software and hardware, electronic or power interruptions, and other system failures. Risks associated with upgrading or expanding these facilities may significantly disrupt or increase the cost of our operations. For example, in addition to supporting our traditional wholesale business, our existing

distribution facilities have been modified to enable them to also support our DTC businesses in the United States, Canada and Europe. Failure to successfully maintain and update these modifications could disrupt our wholesale and e-commerce shipments and may have a material adverse effect on our financial condition, results of operations or cash flows.

The fixed costs associated with owning, operating and maintaining these large, highly automated distribution centers during a period of economic weakness or declining sales can result in lower operating efficiencies, financial deleverage and potential impairment in the recorded value of distribution assets. This fixed cost structure may make it difficult for us to maintain profitability if sales volumes decline for an extended period of time and could have a material adverse effect on our financial condition, results of operations or cash flows.

Our distribution facilities may also be interrupted by fire or natural disasters, such as earthquakes, floods or damaging winds. While we do maintain property and business interruption insurance for these facilities, it may not be adequate to reimburse us in amounts adequate to offset the adverse effects that may be caused by significant disruptions in our distribution facilities, and this could have a material adverse effect on our financial condition, results of operations or cash flows.

Our Investment Securities May Be Adversely Affected by Market Conditions

Our investment portfolio is subject to a number of risks and uncertainties. Changes in market conditions, such as those that accompany an economic downturn or economic uncertainty, may negatively affect the value and liquidity of our investment portfolio, perhaps significantly. Our ability to find diversified investments that are both safe and liquid and that provide a reasonable return may be impaired, potentially resulting in lower interest income, less diversification, longer investment maturities, or other-than-temporary impairments.

We May Be Adversely Affected by Labor Disruptions, Changes in Labor Laws and Other Labor Issues

Our business depends on our ability to source and distribute products in a timely manner. While a majority of our own operations are not subject to organized labor agreements, our relationship with our Cambrai distribution center employees is governed by French law, which includes a formal representation of employees by a Works Council and the application of a collective bargaining agreement. Labor disputes at contract manufacturers where our goods are produced, shipping ports, transportation carriers, retail stores, or distribution centers create significant risks for our business, particularly if these disputes result in work slowdowns, lockouts, strikes, or other disruptions during our peak manufacturing, shipping and selling seasons. For example, work slowdowns and stoppages at ports on the west coast of the United States have, in the past, resulted in product delays and increased costs. Labor disruptions may have a material adverse effect on our business, potentially resulting in canceled orders by customers, unanticipated inventory accumulation and reduced revenues and earnings.

Our ability to meet our labor needs at our distribution centers, retail stores, corporate headquarters, and regional subsidiaries, including our ability to find qualified employees while controlling wage and related labor costs, is generally subject to numerous external factors, including the availability of a sufficient number of qualified persons in the work force of the markets in which our operations are located, unemployment levels within those markets, prevailing and minimum wage rates, changing demographics, health and other insurance costs, and adoption of new or revised employment and labor laws and regulations. For example, we have increased costs resulting from competitive pressures and as a result of local increases in minimum wage rates in jurisdictions where we operate, and our contract manufacturers may face similar pressures and regulations. If we are unable to locate, attract or retain qualified employees, our ability to source, distribute and sell products in a timely and cost-effective manner may be negatively affected, which could have a material adverse effect on our financial condition, results of operations or cash flows.

We Depend on Key Suppliers

Some of the materials that we use may be available from only one source or a very limited number of sources. For example, some specialty fabrics are manufactured to our specification by one source or a few sources, and a single vendor supplies the majority of the zippers used in our products. From time to time, we have difficulty satisfying our raw material and finished goods requirements. Although we believe that we can identify and qualify additional contract manufacturers to produce these materials as necessary, there are no guarantees that additional contract manufacturers will be available. In addition, depending on the timing, any changes in sources or materials may result in increased costs or production delays, which may have a material adverse effect on our financial condition, results of operations or cash flows.

We Depend on Key Personnel

Our future success will depend in part on the continued service of key personnel and our ability to attract, retain and develop key talent. We face intense competition for these individuals worldwide, and there is a significant concentration of well-funded apparel and footwear competitors near our headquarters in Portland, Oregon. We may not be able to attract qualified new employees or retain existing employees, which may have a material adverse effect on our financial condition, results of operations or cash flows.

Our Business Is Affected by Seasonality

Our business is affected by the general seasonal trends common to the outdoor industry. Our products are marketed on a seasonal basis and our annual net sales are weighted heavily toward the fall/winter season, while our operating expenses are more equally distributed throughout the year. As a result, the majority, and sometimes all, of our operating profits are generated in the second half of the year. The expansion of our DTC businesses has increased the proportion of sales and profits that we generate in the fourth calendar quarter. This seasonality, along with other factors that are beyond our control and that are discussed elsewhere in this section, may adversely affect our business and cause our results of operations to fluctuate. As a result, our profitability may be materially affected if management is not able to timely adjust expenses in reaction to adverse events such as unfavorable weather, weak consumer spending patterns or unanticipated levels of order cancellations. Results of operations in any period should not be considered indicative of the results to be expected for any future period.

Our Products Are Subject to Increasing Product Regulations and We Face Risks of Product Liability and Warranty Claims

Our products are subject to increasingly stringent and complex domestic and foreign product labeling and performance and safety standards, laws and other regulations. These requirements could result in greater expense associated with compliance efforts, and failure to comply with these regulations could result in a delay, non-delivery, recall, or destruction of inventory shipments during key seasons or in other financial penalties. Significant or continuing noncompliance with these standards and laws could disrupt our business and harm our reputation and, as a result, could have a material adverse effect on our financial condition, results of operations or cash flows.

Our products are used in outdoor activities, sometimes in severe conditions. Product recalls or product liability claims resulting from the failure, or alleged failure, of our products could have a material adverse effect on the reputation of our brands, our financial condition, results of operations or cash flows. Most of our products carry limited warranties for defects in quality and workmanship. We maintain a warranty reserve for estimated future warranty claims, but the actual costs of servicing future warranty claims may exceed the reserve, which may also have a material adverse effect on our financial condition, results of operations or cash flows.

Our Common Stock Price May Be Volatile

The price of our common stock has fluctuated substantially since our initial public offering. Our common stock is traded on the NASDAQ Global Select Market. Factors such as general market conditions, actions by institutional investors to rapidly accumulate or divest of a substantial number of our shares, fluctuations in financial results, variances from financial market expectations, changes in earnings estimates or recommendations by analysts, or announcements by us or our competitors may cause the market price of our common stock to fluctuate, perhaps substantially.

Insiders Control a Majority of Our Common Stock and May Sell Shares

Five related shareholders, Gertrude Boyle, Sarah Bany, Timothy Boyle, Joseph Boyle, and Molly Boyle, have historically controlled a majority of our common stock. As a result, if acting together, they can effectively control matters requiring shareholder approval without the cooperation of other shareholders. Shares held by these shareholders are available for resale, subject to the requirements of, and the rules under, the Securities Act of 1933 and the Securities Exchange Act of 1934. The sale or the prospect of the sale of a substantial number of these shares may have an adverse effect on the market price of our common stock.

Item 1B. UNRESOLVED STAFF COMMENTS

None.

Item 2. PROPERTIES

Following is a summary of principal properties owned or leased by us:

Corporate Headquarters:

Portland, Oregon (1 location)—owned

U.S. Distribution Facilities:

Portland, Oregon (1 location)—owned Robards, Kentucky (1 location)—owned

Canadian Operation and Distribution Facility:

London, Ontario (1 location)—owned

(1)Lease expires in June 2020

Europe Headquarters:

Geneva, Switzerland (1 location)—leased (1)

Europe Administrative Operation:

Strasbourg, France (1 location)—owned

Europe Distribution Facility:

Cambrai, France (1 location)—owned

In addition, as of December 31, 2018, we leased approximately 300 locations globally for the operation of our branded and outlet retail stores. We also have several leases globally for office space, warehouse facilities, storage space, vehicles, and equipment, among other things. See Part II, Item 8, Note 14 of Notes to Consolidated Financial Statements in this annual report for further lease-related disclosures.

Item 3. LEGAL PROCEEDINGS

We are involved in litigation and various legal matters arising in the normal course of business, including matters related to employment, retail, intellectual property, contractual agreements, and various regulatory compliance activities. We have considered facts related to legal and regulatory matters and opinions of counsel handling these matters and do not believe the ultimate resolution of these proceedings will have a material adverse effect on our financial condition, results of operations or cash flows.

Item 4. MINE SAFETY DISCLOSURES

Not applicable.

EXECUTIVE OFFICERS OF THE REGISTRANT

The following table sets forth information about our executive officers. All information is as of the date of the filing of this report.

<u>Name</u>	<u>Age</u>	<u>Position</u>
Gertrude Boyle	94	Chairman of the Board
Timothy P. Boyle	69	President and Chief Executive Officer, Director
Joseph P. Boyle	38	Executive Vice President, Columbia Brand President
Peter J. Bragdon	56	Executive Vice President, Chief Administrative Officer, and General Counsel
Thomas B. Cusick	51	Executive Vice President, Chief Operating Officer
Franco Fogliato	49	Executive Vice President, Americas General Manager
Douglas H. Morse	52	Senior Vice President, Emerging Brands and APAC
Jim A. Swanson	44	Senior Vice President, Chief Financial Officer

Gertrude Boyle has served as Chairman of the Board of Directors since 1970. Columbia was founded by her parents in 1938 and managed by her husband, Neal Boyle, from 1964 until his death in 1970. Mrs. Boyle also served as Columbia's President from 1970 to 1988. Mrs. Boyle is Timothy P. Boyle's and Columbia director Sarah A. Bany's mother and Joseph P. Boyle's grandmother.

Timothy P. Boyle joined Columbia in 1971 as General Manager, served as Columbia's President from 1988 to 2015 and reassumed the role in 2017. Mr. Boyle has served as Chief Executive Officer since 1988. He has been a member of the Board of Directors since 1978. Mr. Boyle is also a member of the Board of Directors of Northwest Natural Gas Company and Craft Brew Alliance, Inc. Mr. Boyle is Gertrude Boyle's son, Columbia director Sarah A. Bany's brother and Joseph P. Boyle's father.

Joseph P. Boyle joined Columbia in 2005 and has served in a variety of capacities of increasing leadership and responsibility, including brand management, sales, planning, General Merchandising Manager of Outerwear, Accessories, Equipment, Collegiate and Licensing, Vice President of Apparel Merchandising, and Senior Vice President of Columbia Brand Merchandising & Design. He was promoted to Executive Vice President, Columbia Brand President in 2017. From 2003 to 2005, Mr. Boyle served in a business development role for

Robert Trent Jones II Golf Course Architects. Mr. Boyle is a fourth-generation member of Columbia's founding Boyle family, the son of Columbia President and CEO Timothy P. Boyle, the grandson of Gertrude Boyle and nephew of Columbia director Sarah A. Bany.

Peter J. Bragdon joined Columbia in 1999 and served as Senior Counsel and Director of Intellectual Property until January 2003. Mr. Bragdon became Vice President, General Counsel and Secretary of Columbia in 2004, was named Senior Vice President of Legal and Corporate Affairs, General Counsel and Secretary in 2010 and Executive Vice President, Chief Administrative Officer, General Counsel and Secretary in 2015. In 2017, he assumed oversight of the Company's international distributor business and currently serves as Executive Vice President, Chief Administrative Officer and General Counsel. Mr. Bragdon served as Chief of Staff in the Oregon Governor's office from 2003 through 2004. From 1993 to 1999, Mr. Bragdon was an attorney in the corporate securities and finance group at Stoel Rives LLP. Mr. Bragdon served as Special Assistant Attorney General for the Oregon Department of Justice for seven months in 1996.

Thomas B. Cusick joined Columbia in 2002 as Corporate Controller, was named Vice President and Corporate Controller in 2006 and was named Vice President and Chief Accounting Officer in 2008. He was promoted to Vice President, Chief Financial Officer and Treasurer in 2009, was named Senior Vice President of Finance, Chief Financial Officer and Treasurer in 2010, and Executive Vice President of Finance and Chief Financial Officer in 2015. He was promoted to Executive Vice President and Chief Operating Officer in 2017. From 1995 to 2002, Mr. Cusick worked for Cadence Design Systems (and OrCAD, a company acquired by Cadence in 1999), which operates in the electronic design automation industry, in various financial management positions. From 1990 to 1995, Mr. Cusick was an accountant with KPMG LLP. Mr. Cusick is a member of the board of directors of Barrett Business Services, Inc.

Franco Fogliato joined Columbia in 2013 as Senior Vice President and General Manager EMEA Direct Sales. He was promoted to Senior Vice President and General Manager of EMEA in 2016 and to Executive Vice President, Americas General Manager in 2017. Prior to joining Columbia, Mr. Fogliato served as general manager of the Billabong Group in Europe from 2004 to 2013 and as a member of that company's executive board. From 1997 through 2003, Mr. Fogliato held various European leadership positions with The North Face brand culminating as general manager of Western Europe.

Douglas H. Morse joined Columbia Sportswear in 1995 and has served in numerous roles of increasing responsibility during his tenure, including Director of U.S. Customer Operations, Director of Footwear Operations, General Manager of our Canadian subsidiary, Interim General Manager of our Europe-direct business, Chief Business Development Officer and Vice President and General Manager of LAAP Distributors. He was promoted to Senior Vice President, Emerging Brands and APAC in 2017.

Jim A. Swanson joined Columbia Sportswear in 2003 as Global Senior Financial Analyst and has served in numerous roles of increasing responsibility during his tenure, being named Vice President of Finance in 2015 and most recently promoted to Senior Vice President, Chief Financial Officer in 2017. Prior to joining Columbia, Mr. Swanson served in a variety of financial planning and analysis, tax, and accounting roles, including senior financial analyst at Freightliner Corporation and at Tality Corporation – a wholly-owned subsidiary of Cadence Design Systems, and as a senior tax and business advisory associate at Arthur Andersen.

PART II

Item 5. MARKET FOR REGISTRANT'S COMMON EQUITY, RELATED STOCKHOLDER MATTERS AND ISSUER PURCHASES OF EQUITY SECURITIES

Our common stock is listed on the NASDAQ Global Select Market and trades under the symbol "COLM." At February 8, 2019, we had approximately 270 shareholders of record, although we have a much larger number of beneficial owners.

Following are the quarterly high and low sale prices for our common stock for the years ended December 31, 2018 and 2017:

	нісн	LOW	DIVIDENDS DECLARED
2018			
First Quarter	\$79.38	\$70.36	\$0.22
Second Quarter	\$94.33	\$74.28	\$0.22
Third Quarter	\$95.58	\$82.14	\$0.22
Fourth Quarter	\$95.74	\$80.03	\$0.24
2017			
First Quarter	\$60.91	\$51.76	\$0.18
Second Quarter	\$60.00	\$51.56	\$0.18
Third Quarter	\$62.09	\$54.89	\$0.18
Fourth Quarter	\$72.54	\$59.06	\$0.19

Our current dividend policy is dependent on our earnings, capital requirements, financial condition, restrictions imposed by our credit agreements, and other factors considered relevant by our Board of Directors. For various restrictions on our ability to pay dividends, refer to Item 8, Note 9 in this annual report.

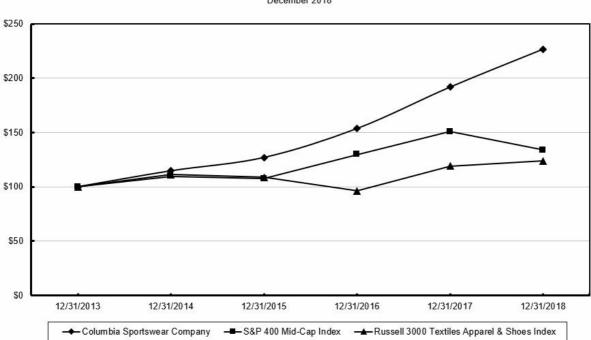
Performance Graph

The line graph below compares the cumulative total shareholder return of our common stock with the cumulative total return of the Standard & Poor's ("S&P") 400 Mid-Cap Index and the Russell 3000 Textiles Apparel Manufacturers for the period beginning December 31, 2013 and ending December 31, 2018. The graph assumes that \$100 was invested on December 31, 2013, and that any dividends were reinvested.

Historical stock price performance should not be relied on as indicative of future stock price performance.

Columbia Sportswear Company Stock Price Performance December 31, 2013—December 31, 2018

Comparison of 5 Year Cumulative Total Return Assumes Initial Investment of \$100 December 2018



Total Return Analysis

	12/31/2013	12/31/2014	12/31/2015	12/31/2016	12/31/2017	12/31/2018
Columbia Sportswear Co.	\$100.00	\$114.69	\$126.95	\$153.64	\$191.84	\$226.78
S&P 400 Mid-Cap Index	\$100.00	\$109.77	\$107.38	\$129.65	\$150.71	\$134.01
Russell 3000 Textiles Apparel Mfrs.	\$100.00	\$111.19	\$108.80	\$96.15	\$119.14	\$123.76

Issuer Purchases of Equity Securities

Period	Total Number of Shares Purchased	Average Price Paid per Share	Total Number of Shares Purchased as Part of Publicly Announced Plans or Programs (1)	Approximate Dollar Value of Shares that May Yet Be Purchased Under the Plans or Programs
October 1, 2018 through October 31, 2018	506,531	\$ 87.14	506,531	\$ 186,574,000
November 1, 2018 through November 30, 2018	71,030	90.64	71,030	180,136,000
December 1, 2018 through December 31, 2018	511,289	85.66	511,289	136,337,000
Total	1,088,850	\$ 86.68	1,088,850	\$ 136,337,000

⁽¹⁾ Since the inception of our stock repurchase plan in 2004 through December 31, 2018, our Board of Directors has authorized the repurchase of up to \$900,000,000 of our common stock. As of December 31, 2018, we had repurchased 24,007,071 shares under this program for an aggregate purchase price of approximately \$763,663,000. Shares of our common stock may be purchased in the open market or through privately negotiated transactions, subject to market conditions. The repurchase program does not obligate us to acquire any specific number of shares or to acquire shares over any specified period of time.

Item 6. SELECTED FINANCIAL DATA

Selected Consolidated Financial Data

The selected consolidated financial data presented below for, and as of the end of, each of the years in the five-year period ended December 31, 2018 have been derived from our audited consolidated financial statements. The consolidated financial data should be read in conjunction with the Item 7 and Item 8 in this annual report. All references below to share or per share amounts have been retroactively adjusted to reflect our September 26, 2014 two-for-one stock split.

				Year	End	ded December	· 31	,		
(In thousands, except per share amounts)		2018		2017	2016			2015		2014
Statement of Operations Data:										
Net sales	\$	2,802,326	\$	2,466,105	\$	2,377,045	\$	2,326,180	\$	2,100,590
Net income attributable to Columbia Sportswear										
Company		268,256		105,123		191,898		174,337		137,173
Per Share of Common Stock Data:										
Earnings per share attributable to Columbia Sportswear Company:										
Basic	\$	3.85	\$	1.51	\$	2.75	\$	2.48	\$	1.97
Diluted		3.81		1.49		2.72		2.45		1.94
Cash dividends per share		0.90		0.73		0.69		0.62		0.57
Weighted average shares outstanding:										
Basic		69,614		69,759		69,683		70,162		69,807
Diluted		70,401		70,453		70,632		71,064		70,681
					De	cember 31,				
(In thousands)		2018		2017		2016		2015		2014
Balance Sheet Data:										
Total assets	\$	2,368,721	\$	2,212,902	\$	2,013,894	\$	1,846,153	\$	1,792,209
Note payable to related party		_		_		14,053		15,030		15,728
		24								

Item 7. MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

This annual report, including Part I, Item 1 and Part II, Item 7, contains forward-looking statements within the meaning of federal securities laws. Forward-looking statements include any statements related to our expectations regarding future performance or market position, including any statements regarding anticipated sales, gross margins and operating margins across markets or segments, profitability and the effect of specified factors on profitability for 2019, expenses, sourcing costs, effects of unseasonable weather on our results of operations, inventory levels, investments in our business, including investments in and implementation of our strategic priorities and information technology systems, intellectual property or other disputes, our direct-to-consumer ("DTC") businesses and other capital expenditures, including planned store additions, access to raw materials and factory capacity, financing and working capital requirements and resources, ability to meet our liquidity needs, effects of the Tax Cuts and Jobs Act (the "TCJA"), income tax rates and pre-tax income, our buyout of the 40% non-controlling interest in our China joint venture, results of any tax audit, the effect of our adoption of recent accounting pronouncements, and our exposure to market risk associated with interest rates and foreign currency exchange rates.

These forward-looking statements, and others we make from time to time, are subject to a number of risks and uncertainties. Many factors may cause actual results to differ materially from those projected in forward-looking statements, including the risks described in Part I, Item 1A in this annual report. We do not undertake any duty to update forward-looking statements after the date they are made or to conform them to actual results or to changes in circumstances or expectations.

Our Business

As one of the largest outdoor and active lifestyle apparel and footwear companies in the world, we design, develop, market, and distribute outdoor and active lifestyle apparel, footwear, accessories and equipment primarily under the Columbia, SOREL, Mountain Hardwear, and prAna brands. Our products are sold through a mix of wholesale distribution channels, our own DTC channels and independent international distributors. In addition, we license some of our trademarks across a range of apparel, footwear, accessories, equipment, and home products.

The popularity of outdoor activities and active lifestyles, changing design trends, consumer adoption of innovative performance technologies, variations in seasonal weather, and the availability and desirability of competitor alternatives affect consumer desire for our products. Therefore, we seek to drive, anticipate and respond to trends and shifts in consumer preferences by developing new products with innovative performance features and designs, creating persuasive and memorable marketing communications to generate consumer awareness, demand and retention, and adjusting the mix, price points and selling channels of available product offerings. Failure to anticipate or respond to consumer needs and preferences in a timely and adequate manner could have a material adverse effect on our sales and profitability.

Seasonality and Variability of Business

Our business is affected by the general seasonal trends common to the industry, including seasonal weather and discretionary consumer shopping and spending patterns. Our products are marketed on a seasonal basis and our sales are weighted substantially toward the third and fourth quarters, while our operating costs are more equally distributed throughout the year. In 2018, approximately 60% of our net sales and approximately 80% of our operating income were realized in the second half of the year, illustrating our dependence upon sales results in the second half of the year as well as the less seasonal nature of our operating costs. The expansion of our DTC businesses has increased the proportion of sales, profits and cash flows that we generate in the second half of the year.

We generally solicit orders from wholesale customers and independent international distributors for the fall and spring seasons based on seasonal ordering deadlines that we establish to aid our efforts to plan manufacturing volumes to meet demand. We typically ship the majority of our advance spring season orders to customers beginning in January and continuing through June. Similarly, we typically ship the majority of our advance fall season orders to customers beginning in July and continuing through December. Generally, orders are subject to cancellation prior to the date of shipment.

Results of operations in any period should not be considered indicative of the results to be expected for any future period, particularly in light of persistent volatility in global economic and geopolitical conditions and volatility of foreign currency exchange rates which, when combined with seasonal weather patterns and inflationary or volatile sourcing costs, reduce the predictability of our business.

Business Outlook

The global business climate presents us with a great deal of uncertainty, making it difficult to predict future results. Consistent with the historical seasonality of the business, we anticipate 2019 profitability to be heavily concentrated in the second half of the year. Factors that could significantly affect our full year 2019 financial results include:

- Continued growth, performance and profitability of our global DTC operations;
- Unseasonable weather conditions or other unforeseen factors affecting consumer demand and the resulting effect on cancellations
 of advance wholesale and distributor orders, sales returns, customer accommodations, replenishment orders and reorders, DTC
 sales, changes in mix and volume of full price sales in relation to promotional and closeout product sales, and suppressed customer
 and end-consumer demand in subsequent seasons;

- Difficult economic, geopolitical and competitive environments in certain key markets globally, coupled with increasing global economic uncertainty;
- Impacts of recent changes and further changes to tariffs or international trade policy;
- The implementation of our global DTC and e-commerce platforms and continued optimization of our enterprise resource planning ("ERP") platform;
- Execution of new IT systems and initiatives within our supply chain, as well as other capability development across the business:
- The financial value capture associated with and resulting from Project CONNECT;
- Industry trends affecting consumer traffic and spending in brick and mortar retail channels, which have created uncertainty regarding the long-term financial health of certain of our wholesale customers;
- The effects of changes in foreign currency exchange rates on sales, gross margin, operating income, and net income:
- Continued sales growth and profitability contributed by our Latin America and Asia Pacific ("LAAP") businesses, in particular, China;
- Performance of our Mountain Hardwear brand as we work to re-invigorate that brand in the marketplace;
- Impacts resulting from additional guidance about and implementation of the TCJA enacted in 2017;
- Accelerated investment in and execution of demand creation, DTC infrastructure and other strategic priorities and initiatives.

These factors and others may have a material effect on our financial condition, results of operations or cash flows, particularly with respect to quarterly comparisons.

Strategic Priorities

As part of our commitment to driving sustainable and profitable growth and relentless improvement, we remain focused on investment in our strategic priorities, including:

- Driving brand awareness and sales growth through increased, focused demand creation investments:
- Enhancing consumer experience and digital capabilities in all of our channels and geographies;
- Expanding and improving global DTC operations with supporting processes and systems;
- Investing in our people and optimizing our organization across our portfolio of brands.

Ultimately, we expect our investments to accelerate market share capture across our brand portfolio, expand gross margin, improve *Selling, general and administrative ("SG&A") expense* efficiency, and drive improved operating margin.

Ongoing Global ERP Implementation

With the implementation of our global the ERP system in our Europe-direct business in June 2018, we have now substantially completed the major phases of our global rollout.

Consumer-First Platform ("C1")

During the second quarter of 2017, we commenced investment in our C1 initiative, which encompasses the global retail platform and Information Technology ("IT") systems to support the growth and continued development of our omnichannel capabilities. The objective of this initiative is consistent with our strategic priorities to deliver an enhanced consumer experience, and to modernize and standardize our processes and systems to enable us to better anticipate and deliver against the needs of our consumers. While we are continuing to work toward a 2019 implementation for North America, we may shift that timeline to ensure completeness of the solution and to align timing of the go-live with our retail calendar and store rollout plan.

Experience First ("X1")

During the first quarter of 2018, we commenced investment in our X1 initiative, which is designed to enhance our e-commerce systems to take advantage of the changes in consumer browsing and purchasing behavior towards mobile devices. It encompasses reimplementations of our e-commerce platforms to offer improved search, browsing, checkout, loyalty, and customer care experiences for mobile shoppers. Once complete, the project will be integrated with our C1 initiative and will be implemented across all of our brands. While we are continuing to work toward a 2019 implementation for North America and Europe-direct, we are evaluating that timeline to ensure appropriate alignment of the work required to be completed with our retail calendar, including the integration with our C1 platform.

Project CONNECT

During the second half of 2017, we initiated Project CONNECT, aimed at aligning our resources to accelerate execution on our strategic priorities and includes initiatives to drive net sales, capture cost of sales efficiencies, generate SG&A expense savings, and improve our marketing effectiveness. Project CONNECT initiatives are now fully integrated into our operating model and part of our sustained go forward operational strategy. While the initiative phase of Project CONNECT is now complete, financial benefits from these initiatives are reflected in our 2018 results. We remain confident that we can generate more meaningful financial value capture in 2019 and beyond. As these improvements are realized, we intend to reallocate resources to our strategic priorities, including incremental demand creation spending and other investments to drive growth across our brands and distribution channels.

Results of Operations

The following discussion of our results of operations and liquidity and capital resources should be read in conjunction with Item 8 of this annual report. To supplement financial information reported in accordance with accounting principles generally accepted in the United States ("GAAP"), we disclose constant-currency net sales information, which is a non-GAAP financial measure, to provide a framework to assess how the business performed excluding the effects of changes in the exchange rates used to translate net sales generated in foreign currencies into U.S. dollars. Management believes that this non-GAAP financial measure reflects an additional and useful way of viewing an aspect of our operations that, when viewed in conjunction with our GAAP results, provides a more comprehensive understanding of our business and operations. In particular, investors may find the non-GAAP measures useful by reviewing our net sales results without the volatility in foreign currency exchange rates. This non-GAAP financial measure also facilitates management's internal comparisons to our historical net sales results and comparisons to competitors' net sales results. Constant-currency financial measures should be viewed in addition to, and not in lieu of or superior to, our financial measures calculated in accordance with GAAP. The following discussion includes references to constant-currency net sales, and we provide a reconciliation of this non-GAAP measure to the most directly comparable financial measure calculated in accordance with GAAP below. All references to years relate to the calendar year ended December 31.

Additionally, we reference certain other non-GAAP financial measures in our fourth quarter and full year 2018 financial results a n d 2019 financial outlook earnings release, located in the investor relations section of our website at http://investor.columbia.com/results.cfm, which information is not part of this Annual Report on Form 10-K. A reconciliation of these non-GAAP financial measures to comparable measures reported under GAAP can be found in the supplemental financial tables that accompany our earnings release, along with an explanation of management's rationale for referencing these non-GAAP financial measures.

Highlights of the Year Ended December 31, 2018

- Net sales increased \$336.2 million, or 14%, to \$2,802.3 million, including \$41.0 million related to the adoption of ASC 606 ("the new revenue accounting standard"), from \$2,466.1 million in 2017.
- Gross profit as a percentage of net sales increased to 49.5% from 47.0% in 2017.
- Income from operations increased \$88.0 million, or 33%, to \$351.0 million from \$263.0 million in 2017.
- Income tax expense decreased to \$85.8 million from \$154.4 million in 2017, which included incremental provisional amounts of \$95.6 million in 2017 tax expense related to the TCJA.
- Net income attributable to Columbia Sportswear Company increased \$163.2 million, or 155%, to \$268.3 million, or \$3.81 per diluted share from net income of \$105.1 million, or \$1.49 per diluted share, in 2017, largely affected by the provisional amounts resulting in incremental 2017 tax expense related to the TCJA.
- Operating cash flow decreased \$51.6 million, or 15%, to \$289.6 million, compared to \$341.1 million in 2017.
- We paid cash dividends to shareholders totaling \$62.7 million, or \$0.90 per share.

The following table sets forth, for the years indicated, the percentage relationship to net sales of specified items in our Consolidated Statements of Operations:

	Year E	Ended December 31,	
	2018	2017	2016
Net sales	100.0 %	100.0 %	100.0 %
Cost of sales	50.5	53.0	53.3
Gross profit	49.5	47.0	46.7
Selling, general and administrative expenses	37.5	36.9	36.4
Net licensing income	0.5	0.6	0.5
Income from operations	12.5	10.7	10.8
Interest income, net	0.4	0.2	_
Other non-operating expense	_	_	_
Income before income tax	12.9	10.9	10.8
Income tax expense	(3.1)	(6.3)	(2.5)
Net income	9.8	4.6	8.3
Net income attributable to non-controlling interest	0.2	0.3	0.2
Net income attributable to Columbia Sportswear Company	9.6 %	4.3 %	8.1 %

Results of Operations — Consolidated

Year Ended December 31, 2018 Compared to Year Ended December 31, 2017

Net Sales: Consolidated net sales increased \$336.2 million, or 14%, to \$2,802.3 million in 2018 from \$2,466.1 million in 2017. Sales by Brand

Net sales by brand are summarized in the following table:

		Year Ended December 31,										
(In millions, except for percentage changes)	Reported Net Sales 2018		Adjust for Foreign Currency Translation		Constant- currency Net Sales 2018 ⁽¹⁾		Reported Net Sales 2017		Reported Net Sales % Change	Constant- currency Net Sales % Change ⁽¹⁾		
Columbia	\$	2,292.3	\$	(15.0)	\$	2,277.3	\$	1,990.3	15%	14%		
SOREL		260.3		1.0		261.3		228.8	14%	14%		
prAna		157.0		_		157.0		140.9	11%	11%		
Mountain Hardwear		89.5		(0.5)		89.0		101.6	(12)%	(12)%		
Other		3.2		(0.2)		3.0		4.5	(29)%	(33)%		
	\$	2,802.3	\$	(14.7)	\$	2,787.6	\$	2,466.1	14%	13%		

⁽¹⁾ Constant-currency net sales information is a non-GAAP financial measure, which excludes the effect of changes in foreign currency exchange rates against the U.S. dollar between comparable reporting periods. We calculate constant-currency net sales by translating net sales in foreign currencies for the current period into U.S. dollars at the exchange rates that were in effect during the comparable period of the prior year. This measure is also presented in the following *Net Sales* tables.

Columbia brand net sales increased \$302.0 million, or 15% (14% constant-currency), to \$2,292.3 million, driven by increased net sales across all regions and product categories.

SOREL brand net sales increased \$31.5 million, or 14%, to \$260.3 million, led by the U.S., with net sales growth in both DTC and wholesale businesses, as well as increased net sales in our Europe-direct business.

prAna brand net sales increased \$16.1 million, or 11%, to \$157.0 million, primarily driven by net sales increases in the U.S. DTC and wholesale businesses.

Mountain Hardwear brand net sales decreased \$12.1 million, or 12%, to \$89.5 million, reflecting net sales decreases of closeout product sales in the U.S wholesale business, as well as the decision to exit the brand from the Korean market at the end of 2017, partially offset by growth in full price wholesale net sales.

Sales by Product Category

Net sales by product category are summarized in the following table:

				Y	ear Ended D) ecen	nber 31,		
		A	djust for	•	Constant-				Constant-
]	Reported		Foreign	currency			Reported	Reported	currency
]	Net Sales		Currency	rrency Net]	Net Sales	Net Sales	Net Sales
	2018	Tr	anslation		2018(1)		2017	% Change	% Change ⁽¹⁾
\$	2,191.0	\$	(10.2)	\$	2,180.8	\$	1,928.0	14%	13%
	611.3		(4.5)		606.8		538.1	14%	13%
\$	2,802.3	\$	(14.7)	\$	2,787.6	\$	2,466.1	14%	13%
		Net Sales 2018 \$ 2,191.0 611.3	Reported Net Sales 2018 T1 \$ 2,191.0 \$ 611.3	Net Sales Currency 2018 Translation \$ 2,191.0 \$ (10.2) 611.3 (4.5)	Adjust for Foreign Currency Translation \$ 2,191.0 \$ (10.2) \$ 611.3 (4.5)	Reported Net Sales Adjust for Foreign Currency Currency Net Sales Net Sales 2018 Translation 2018(1) \$ 2,191.0 \$ (10.2) \$ 2,180.8 611.3 (4.5) 606.8	Adjust for Constant- Reported Foreign currency Net Sales Currency Net Sales 2018 Translation 2018(1) \$ 2,191.0 \$ (10.2) \$ 2,180.8 611.3 (4.5) 606.8	Reported Net Sales Foreign Currency Currency Post Sales Reported Net Sales 1,928.0 1,928.0 611.3 (4.5) 606.8 538.1	Reported Net Sales Foreign Currency Net Sales Reported Net Sales Reported Net Sales N

Net sales of apparel, accessories and equipment increased \$263.0 million, or 14% (13% constant-currency), to \$2,191.0 million in 2018 from \$1,928.0 million in 2017. Apparel, accessories and equipment net sales increased across all regions, led by the U.S., followed by the LAAP region, Europe, Middle East and Africa ("EMEA") region and Canada. The increase in apparel, accessories and equipment net sales was concentrated in the Columbia and prAna brands, partially offset by decreased net sales in the Mountain Hardwear brand.

Net sales of footwear increased \$73.2 million, or 14% (13% constant-currency), to \$611.3 million in 2018 from \$538.1 million in 2017. Footwear net sales increased across all major regions, led by the U.S., followed by the EMEA region, LAAP region and Canada. The increase in footwear net sales was led by the Columbia brand, followed by the SOREL brand.

Sales by Channel

Net sales by channel are summarized in the following table:

	Year Ended December 31,													
			A	djust for	•	Constant-				Constant-				
		Reported Net Sales		Foreign urrency		currency Net Sales		Reported Net Sales	Reported Net Sales	currency Net Sales				
(In millions, except for percentage changes)		2018	Translation		2018(1)		2017		% Change	% Change ⁽¹⁾				
Wholesale	\$	1,612.0	\$	(9.1)	\$	1,602.9	\$	1,488.0	8%	8%				
DTC		1,190.3		(5.6)		1,184.7		978.1	22%	21%				
	\$	2,802.3	\$	(14.7)	\$	2,787.6	\$	2,466.1	14%	13%				

Net sales within the wholesale channel increased \$124.0 million, or 8%, to \$1,612.0 million in 2018 from \$1,488.0 million in 2017, primarily driven by increased net sales in the U.S. and the EMEA region.

Net sales within the DTC channel increased \$212.2 million, or 22% (21% constant currency), to \$1,190.3 million in 2018, including \$41.0 million related to the adoption of the new revenue accounting standard, from \$1,184.7 million in 2017. The DTC channel net sales increased across all regions, led by the U.S., followed by the LAAP region, EMEA region and Canada.

Gross Profit: Gross profit as a percentage of net sales increased to 49.5% in 2018 from 47.0% in 2017. Gross margin expansion was primarily due to:

- An increase in net sales associated with the adoption of ASC 606, where certain concession fees within the LAAP region that were
 previously netted against net sales are now reported as SG&A expense;
- A higher product margin in the U.S. DTC business driven by favorable selling conditions;
- A higher proportion of full price product sales, which carry a higher gross margin;
- A higher proportion of DTC net sales, which generally carry higher gross margins;
- Favorable effects from foreign currency hedge rates

Our gross profit may not be comparable to other companies in our industry because some of these companies include all of the costs related to their distribution network in cost of sales while we, like many others, include these expenses as a component of SG&A expense.

Selling, General and Administrative Expenses: SG&A expense includes all costs associated with our design, merchandising, marketing, distribution, and corporate functions, including related depreciation and amortization.

SG&A expense increased \$140.3 million, or 15%, to \$1,051.2 million, or 37.5% of net sales, in 2018, including \$41.0 million related to the adoption of the new revenue accounting standard, \$15.8 million of program expenses and discrete costs related to Project CONNECT, and \$4.3 million of benefit related to an insurance claim recovery, from \$910.9 million, or 36.9% of net sales, in 2017, which included \$14.9 million of program expenses and discrete costs related to Project CONNECT.

The SG&A expense increase was primarily due to:

- Increased expenses to support continued expansion of our global DTC businesses:
- An increase in expenses associated with the adoption of ASC 606, where certain concession fees within the LAAP region that were previously netted against net sales are now reported as SG&A expenses;
- Increased demand creation spend;
- Increased incentive compensation expense; and
- Increased personnel expense to support business growth and strategic priorities.

Depreciation and amortization included in SG&A expense totaled \$57.5 million in 2018, compared to \$59.1 million in 2017.

Income from Operations: Income from operations increased \$88.0 million, or 33%, to \$351.0 million, or 12.5% of net sales, in 2018, including \$15.8 million of program expenses and discrete costs related to Project CONNECT and \$4.3 million of benefit related to an insurance claim recovery, from \$263.0 million, or 10.7% of net sales, in 2017, including \$14.9 million of program expenses and discrete costs related to Project CONNECT.

Income Tax Expense: Income tax expense decreased to \$85.8 million in 2018 from \$154.4 million in 2017, which included provisional amounts of \$95.6 million in additional 2017 tax expense related to the TCJA. Our effective income tax rate decreased to 23.8% from 57.9% in 2017. Refer to Note 11 of the Consolidated Financial Statements for further information.

Net Income Attributable to Columbia Sportswear Company: Net income attributable to Columbia Sportswear Company increased \$163.2 million, or 155%, to \$268.3 million, or \$3.81 per diluted share, in 2018, including Project CONNECT program expenses and discrete costs of \$12.0 million, net of tax, incremental tax expense related to the TCJA of \$5.1 million, and benefit related to the recovery in connection

with an insurance claim of \$3.3 million, net of tax, from net income of \$105.1 million, or \$1.49 per diluted share, in 2017, including Project CONNECT program expenses and discrete costs of \$9.4 million, net of tax, and incremental tax expense related to the TCJA of \$95.6 million

Year Ended December 31, 2017 Compared to Year Ended December 31, 2016

Net Sales: Consolidated net sales increased \$89.1 million, or 4%, to \$2,466.1 million in 2017 from \$2,377.0 million in 2016.

Sales by Brand

Net sales by brand are summarized in the following table:

					Y	ear Ended D) ecen	nber 31,		
(In millions, except for percentage changes)		Reported Net Sales 2017		Adjust for Foreign Currency Franslation	Constant- currency Net Sales 2017 ⁽¹⁾		Reported Net Sales 2016		Reported Net Sales % Change	Constant- currency Net Sales % Change ⁽¹⁾
Columbia	<u> </u>	1,990.3	\$	(1.4)	\$	1,988.9	\$	1.910.1	4%	4%
SOREL		228.8		(2.6)		226.2		213.0	7%	6%
prAna		140.9		_		140.9		139.9	1%	1%
Mountain Hardwear		101.6		(0.3)		101.3		104.0	(2)%	(3)%
Other		4.5		0.1		4.6		10.0	(55)%	(54)%
	\$	2,466.1	\$	(4.2)	\$	2,461.9	\$	2,377.0	4%	4%

Columbia brand net sales increased \$80.2 million, or 4%, to \$1,990.3 million, driven by increased net sales in the U.S DTC business, the EMEA region, the LAAP region and Canada, partially offset by a net sales decrease in the U.S. wholesale business.

SOREL brand net sales increased \$15.8 million, or 7% (6% constant-currency) to \$228.8 million, driven by increased net sales in the EMEA region, the U.S. and Canada.

prAna brand net sales increased \$1.0 million, or 1%, to \$140.9 million, primarily reflecting a net sales increase in the U.S. DTC business, partially offset by a net sales decrease in the U.S. wholesale business.

Mountain Hardwear brand net sales decreased \$2.4 million, or 2% (3% constant-currency), to \$101.6 million, driven by net sales decreases in the U.S. wholesale business and the LAAP region, partially offset by increased net sales in the U.S. DTC business and Canada.

Sales by Product Category

Net sales by product category are summarized in the following table:

					Y	ear Ended D	Decen	nber 31,		
			Ad	just for	(Constant-				Constant-
	Reported Net Sales			oreign ırrency		currency Net Sales		Reported Net Sales	Reported Net Sales	currency Net Sales
(In millions, except for percentage changes)		2017	Translation		2017(1)		2016		% Change	% Change(1)
Apparel, Accessories and Equipment	\$	1,928.0	\$	(2.5)	\$	1,925.5	\$	1,865.4	3%	3%
Footwear		538.1		(1.7)		536.4		511.6	5%	5%
	\$	2,466.1	\$	(4.2)	\$	2,461.9	\$	2,377.0	4%	4%

Net sales of apparel, accessories and equipment increased \$62.6 million, or 3%, to \$1,928.0 million in 2017 from \$1,865.4 million in 2016. Apparel, accessories and equipment net sales increased across all regions, led by the EMEA region, followed by the LAAP region, the U.S. and Canada. The increase in apparel, accessories and equipment net sales was concentrated in the Columbia brand, partially offset by lower Mountain Hardwear brand net sales.

Net sales of footwear increased \$26.5 million, or 5%, to \$538.1 million in 2017 from \$511.6 million in 2016. Footwear net sales increased across all regions, led by the EMEA region, followed by Canada, the U.S. and the LAAP region. The increase in footwear net sales was led by the SOREL brand, followed by the Columbia brand.

Sales by Channel

Net sales by channel are summarized in the following table:

					Y	ear Ended I) ecen	nber 31,		
			Ad	ljust for	(Constant-				Constant-
		Reported		oreign	currency			Reported	Reported	currency
	I	Net Sales	Cı	urrency		Net Sales		Net Sales	Net Sales	Net Sales
(In millions, except for percentage changes)		2017	Tra	anslation		2017(1)		2016	% Change	% Change(1)
Wholesale	\$	1,488.0	\$	(3.3)	\$	1,484.7	\$	1,480.1	1%	<u>_%</u>
DTC		978.1		(0.9)		977.2		896.9	9%	9%
	\$	2,466.1	\$	(4.2)	\$	2,461.9	\$	2,377.0	4%	4%

Net sales within the wholesale channel increased \$7.9 million, or 1% to \$1,488.0 million in 2017 from \$1,480.1 million in 2016. The wholesale channel net sales increase was led primarily by the EMEA region, LAAP region, and Canada, partially offset by decreased net sales in the U.S.

Net sales within the DTC channel increased \$81.2 million, or 9%, to \$978.1 million in 2017 from \$896.9 million in 2016. The DTC channel net sales increased across all major regions, led by the U.S., followed by the EMEA region, LAAP region and Canada.

Gross Profit: Gross profit as a percentage of net sales increased to 47.0% in 2017 from 46.7% in 2016. Gross margin expansion was primarily due to:

- A favorable sourcing environment resulting in lower product input costs;
- Lower provisions for aged and excess inventory;
- A higher proportion of DTC net sales, which generally carry higher gross margins;
 and
- Slightly favorable foreign currency hedge rates;

partially offset by;

 A higher volume of closeout product sales, which generally carry lower gross margins.

Selling, General and Administrative Expense: SG&A expense includes all costs associated with design, merchandising, marketing, distribution, store occupancy, and corporate functions, including related depreciation and amortization.

SG&A expense increased \$46.8 million, or 5%, to \$910.9 million, or 36.9% of net sales, in 2017 including program expenses and discrete costs of approximately \$14.9 million related to Project CONNECT, from \$864.1 million, or 36.4% of net sales, in 2016. The SG&A expense increase was primarily due to:

- Increased costs to support our expanding global DTC operations;
- Program expenses and discrete costs related to Project CONNECT;
- Increased personnel costs and incentive compensation to support strategic initiatives and business growth;
- Increased demand creation spending.

Depreciation and amortization included in SG&A expense totaled \$59.1 million in 2017, compared to \$59.2 million in 2016.

Net Licensing Income: Net licensing income increased \$3.7 million to \$13.9 million in 2017, from \$10.2 million in 2016. The increase in net licensing income was driven by growth in newer licensing partners.

Income from Operations: Income from operations increased \$6.5 million, or 2.5%, to \$263.0 million in 2017 from \$256.5 million in 2016. Income from operations as a percentage of net sales remained relatively consistent at 10.7% compared to 10.8% in 2016.

Interest Income, Net: Interest income increased \$2.5 million to \$4.5 million in 2017, from \$2.0 million in 2016. The increase in interest income was primarily driven by higher average cash and investment balances, followed by higher average interest rates during 2017 compared to 2016.

Income Tax Expense: Income tax expense increased to \$154.4 million in 2017, including provisional amounts of \$95.6 million in additional tax expense related to the TCJA, from \$58.5 million in 2016. Our effective income tax rate increased to 57.9% from 22.8% in 2016. Refer to Note 11 of the Consolidated Financial Statements for further information.

Net Income Attributable to Columbia Sportswear Company: Net income decreased \$86.8 million, or 45%, to \$105.1 million in 2017, including \$9.4 million, net of tax, in expense related to Project CONNECT and \$95.6 million of income tax expense related to the TCJA, from \$191.9 million in 2016. Diluted earnings per share was \$1.49 in 2017 compared to \$2.72 in 2016.

Results of Operations — Segment

Year Ended December 31, 2018 Compared to Year Ended December 31, 2017

Net Sales by Geographic Region:

Net sales by geographic region are summarized in the following table:

					Y	ear Ended	Dec	ember 31,		
			A	djust for	(Constant-				Constant-
]	Reported]	Foreign		currency		Reported	Reported	currency
]	Net Sales	C	urrency		Net Sales		Net Sales	Net Sales	Net Sales
(In millions, except for percentage changes)		2018	Tr	anslation		2018(1)		2017	% Change	% Change ⁽¹⁾
United States	\$	1,728.5	\$	_	\$	1,728.5	\$	1,520.0	14%	14%
LAAP		530.1		(7.6)		522.5		475.1	12%	10%
EMEA		350.8		(9.2)		341.6		293.7	19%	16%
Canada		192.9		2.1		195.0		177.3	9%	10%
	\$	2,802.3	\$	(14.7)	\$	2,787.6	\$	2,466.1	14%	13%

⁽¹⁾ Constant-currency net sales information is a non-GAAP financial measure, which excludes the effect of changes in foreign currency exchange rates against the U.S. dollar between comparable reporting periods. We calculate constant-currency net sales by translating net sales in foreign currencies for the current period into U.S. dollars at the exchange rates that were in effect during the comparable period of the prior year.

Net sales in the U.S. increased \$208.5 million, or 14%, to \$1,728.5 million in 2018 from \$1,520.0 million in 2017. The U.S. increase in net sales was led by our DTC business, followed by our wholesale business. The net sales increase in our DTC business was led by increased net sales from our retail stores, followed by increased net sales from our e-commerce business. The net sales increase in our wholesale business was driven by the Columbia, prAna and SOREL brands. At December 31, 2018, we operated 136 retail stores, compared with 129 stores at December 31, 2017.

Net sales in the LAAP region increased \$55.0 million, or 12% (10% constant-currency), to \$530.1 million in 2018 from \$475.1 million in 2017. As described in Note 1 in the notes to Consolidated Financial Statements, the net sales increase in the LAAP region included \$41.0 million of net sales associated with the adoption of the new revenue accounting standard. The remaining net sales increase in the LAAP region was driven by increased net sales in Japan, Korea and China, partially offset by decreased net sales in our LAAP distributor business.

Net sales in the EMEA region increased \$57.1 million, or 19% (16% constant-currency), to \$350.8 million in 2018 from \$293.7 million in 2017. The net sales increase in the EMEA region was led by our Europe-direct business, followed by our EMEA distributor business. The net sales increase in our Europe-direct business was led by increased wholesale net sales, followed by increased DTC net sales. The net sales increase in our EMEA distributor business was driven by increased shipments of Fall 2018 and Spring 2019 advance orders.

Net sales in Canada increased \$15.6 million, or 9% (10% constant-currency), to \$192.9 million in 2018 from \$177.3 million in 2017. The net sales increase in Canada was driven by a net sales increase in our DTC business, followed by increased net sales in our wholesale business

Segment Income from Operations: Segment income from operations includes net sales, cost of sales, SG&A expense, and net licensing income for each of our four reportable geographic segments. Income from operations as a percentage of net sales in the U.S. segment is typically higher than the other segments due to scale efficiencies associated with the larger base of net sales in the U.S. and incremental licensing income compared to other segments.

We anticipate this trend to continue until other segments achieve higher levels of net sales volume relative to the fixed cost structure necessary to operate the business with greater efficiency. The EMEA segment, in particular, has realized lower operating margins compared to other segments due to a relatively higher fixed cost structure associated with our supply chain and administrative functions, compared to net sales. As net sales increase in the EMEA segment, we would anticipate an improvement in the operating income margin of that segment.

The following table presents segment income from operations for each reportable segment for the years ended December 31:

	Year Ended December 31,										
(In millions)		2018 2017(1)				Change (\$)					
United States	\$	410.7	\$	336.8	\$	73.9					
LAAP		81.0		75.9		5.1					
EMEA		33.3		10.4		22.9					
Canada		31.3		23.5		7.8					
Total segment income from operations	\$	556.3	\$	446.6	\$	109.7					

⁽¹⁾ Prior year segment income from operations has been revised from amounts previously reported. See Note 19 for additional discussion.

Segment income from operations in the U.S increased \$73.9 million to \$410.7 million, or 23.8% of net sales, in 2018 from \$336.8 million, or 22.2% of net sales, in 2017. The increase in operating income was largely driven by net sales growth from both the DTC and wholesale businesses, combined with increased gross margins, resulting from clean inventory positions and a favorable selling environment. U.S. SG&A expenses leveraged slightly to 27.2% of net sales for 2018 from 27.5% of net sales for 2017 driven primarily by scale efficiencies in which net sales growth enabled leverage across fixed costs in both DTC and wholesale businesses.

Segment income from operations in the LAAP region increased \$5.1 million to \$81.0 million, or 15.3% of net sales, in 2018 from \$75.9 million, or 16.0% of net sales, in 2017. The increase in LAAP operating income was driven by net sales growth in Japan and Korea, and increased gross margins as reduced aged inventory contributed to lower closeout product sales. A decrease in LAAP distributor net sales and operating income partially offset improvements in other markets.

Segment income from operations in the EMEA region increased \$22.9 million to \$33.3 million, or 9.5% of net sales, in 2018 from \$10.4 million, or 3.5% of net sales, in 2017. Regional net sales increased across all channels, with the wholesale business driving the largest contribution to operating income expansion as a result of improvements in gross margin combined with slightly lower SG&A expense as a percentage of net sales as fixed cost structure was leveraged.

Segment income from operations in Canada increased \$7.8 million to \$31.3 million, or 16.2% of net sales, in 2018 from \$23.5 million, or 13.3% of net sales, in 2017. The increase in income from operations resulted from increased net sales in both DTC and wholesale channels. The region realized gross margin expansion driven by a higher proportion of higher margin DTC net sales as well as favorable impacts from foreign currency hedging. SG&A expenses decreased as a percentage of net sales as the fixed cost structure of the Canada business was leveraged.

Unallocated corporate expenses consist of expenses incurred by centrally-managed departments, including global information systems, finance, human resources, and legal, as well as executive and incentive compensation expenses, unallocated benefit program expenses and other miscellaneous costs. These costs are excluded from the segment income from operations. Unallocated corporate expenses increased by \$21.7 million to \$205.4 million in 2018, from \$183.7 million in 2017, primarily due to increased personnel costs to support strategic initiatives and business growth, as well as increased incentive compensation.

Year Ended December 31, 2017 Compared to Year Ended December 31, 2016 Net Sales by Geographic Region:

Net sales by geographic region are summarized in the following table:

				Y	ear Ended D) ecen	ıber 31,		
(In millions, except for percentage changes)	Reported Net Sales 2017		Adjust for Foreign Currency Translation		Constant- currency Net Sales 2017 ⁽¹⁾		Reported Net Sales 2016	Reported Net Sales % Change	Constant- currency Net Sales % Change ⁽¹⁾
United States	\$ 1,520.0	\$	_	\$	1,520.0	\$	1,505.2	1%	1%
LAAP	475.1		6.3		481.4		453.7	5%	6%
EMEA	293.7		(4.9)		288.8		253.5	16%	14%
Canada	177.3		(5.6)		171.7		164.6	8%	4%
	\$ 2,466.1	\$	(4.2)	\$	2,461.9	\$	2,377.0	4%	4%

Net sales in the U.S. increased \$14.8 million, or 1%, to \$1,520.0 million in 2017 from \$1,505.2 million in 2016. The increase in net sales in the U.S. was attributed to an increase in net sales in our DTC business, partially offset by a net sales decrease in our wholesale business. The net sales increase in our DTC business primarily consisted of a net sales increase from our retail stores, followed by increased e-commerce net sales. At December 31, 2017, we operated 129 retail stores, compared with 118 stores at December 31, 2016.

The net sales decrease in our wholesale business resulted primarily from the comparative effects of sales to U.S. wholesale customers who have gone through bankruptcies, liquidations and store closures.

Net sales in the LAAP region increased \$21.4 million, or 5% (6% constant-currency), to \$475.1 million in 2017 from \$453.7 million in 2016. The net sales increase in the LAAP region was concentrated in the Columbia brand and attributed to net sales increases in our LAAP distributor business, China and Japan. The net sales increase in our LAAP distributor business reflected a shift in timing of shipments of increased spring 2017 advance orders, from the fourth quarter of 2016 to the first quarter of 2017 and a shift in timing of increased spring 2018 advance orders, from the first quarter of 2018 into the fourth quarter of 2017. The net sales increase in China consisted of a net sales increase in our DTC business, partially offset by decreased net sales from our wholesale business. The net sales increase in Japan consisted of a net sales increase in our DTC business, partially offset by decreased net sales from our wholesale business.

Net sales in the EMEA region increased \$40.2 million, or 16% (14% constant-currency), to \$293.7 million in 2017 from \$253.5 million in 2016. The EMEA region net sales increase consisted of an increase in our Europe-direct business, followed by a net sales increase in our EMEA distributor business. The net sales increase in our Europe-direct business was led by the Columbia brand, followed by the SOREL brand, reflecting shipments of increased spring and fall 2017 advance wholesale orders and increased net sales in our DTC businesses. The net sales increase in our EMEA distributor business was driven by increased shipments to our Russian distributor.

Net sales in Canada increased \$12.7 million, or 8% (4% constant-currency), to \$177.3 million in 2017 from \$164.6 million in 2016. The net sales increase in Canada was led by a net sales increase in our wholesale business, followed by a net sales increase in our DTC business.

Segment Income from Operations:

The following table presents segment income from operations for each reportable segment for the years ended December 31:

(In millions)	2017(1)	2016(1)	Change (\$)	
United States	\$ 336.8	\$ 336.6	\$	0.2
LAAP	75.9	63.9		12.0
EMEA	10.4	7.5		2.9
Canada	23.5	15.9		7.6
	\$ 446.6	\$ 423.9	\$	22.7

⁽¹⁾ Prior year segment income from operations has been revised from amounts previously reported. See Note 19 for additional discussion.

Segment income from operations in the U.S. increased \$0.2 million to \$336.8 million, or 22.2% of net sales, in 2017 from \$336.6 million, or 22.4% of net sales, in 2016. The slight increase in income from operations was driven by net sales growth from our DTC businesses, partially offset by decreased net sales in our wholesale businesses, which were negatively impacted by the effects of customer bankruptcies, liquidations and restructurings. U.S. SG&A expenses deleveraged slightly to 27.5% of net sales for 2017 from 27.0% for 2016, driven primarily due to a higher proportion of DTC net sales, which generally has a higher operational cost structure than our wholesale business.

Segment income from operations in the LAAP region increased \$12.0 million to \$75.9 million, or 16.0% of net sales, in 2017 from \$63.9 million, or 14.1% of net sales in 2016. The increase in LAAP operating income was driven by increased net sales growth in the LAAP distributor, China and Japan businesses, as well as increased gross margins due to less excess inventory.

Segment income from operations in the EMEA region increased \$2.9 million to \$10.4 million, or 3.5% of net sales, in 2017 from \$7.5 million, or 3.0% of net sales, in 2016. Regional net sales increased across all channels, with the wholesale business driving the largest contribution to operating income expansion as a result of modest improvements in gross margin combined with slightly lower SG&A expense as a percentage of net sales as a fixed cost structure was leveraged.

Segment income from operations in Canada increased \$7.6 million to \$23.5 million, or 13.3% of net sales, in 2017 from \$15.9 million, or 9.6% of net sales, in 2016. The increase in income from operations resulted from increased net sales growth in both wholesale and DTC businesses. The region realized gross margin expansion driven by a higher proportion of higher margin DTC net sales as well as favorable impacts of foreign exchange hedging.

Unallocated corporate expenses increased by \$16.3 million to \$183.7 million for 2017, from \$167.4 million in 2016, primarily due to program expenses and discrete costs associated with Project CONNECT and increased personnel costs to support strategic initiatives and business growth, as well as increased incentive compensation.

Liquidity and Capital Resources

Our primary ongoing funding requirements are for working capital, investments associated with expansion of our global DTC capabilities and ongoing ERP and IT systems implementations, including complementary systems, general corporate needs, strategic business initiatives, and the expansion of our global operations. At December 31, 2018, we had total cash and cash equivalents of \$437.8 million,

compared to \$673.2 million at December 31, 2017. In addition, we had short-term investments of \$262.8 million at December 31, 2018, compared to \$95.0 million at December 31, 2017. As a result of the enactment of the TCJA and the resulting change to a territorial system of taxation, repatriation of cash and cash equivalents held by our foreign subsidiaries will no longer result in a significant tax cost.

2018 compared to 2017

Net cash provided by operating activities was \$289.6 million in 2018, compared to \$341.1 million in 2017. The decrease in cash provided by operating activities was primarily driven by an increase in inventory.

Net cash used in investing activities was \$232.2 million in 2018, compared to \$147.8 million in 2017. For 2018, net cash used in investing activities primarily consisted of \$166.6 million in net purchases of short-term investments and \$65.6 million for capital expenditures. For 2017, net cash used in investing activities primarily consisted of \$94.7 million in net purchases of short-term investments and \$53.4 million for capital expenditures.

Net cash used in financing activities was \$270.0 million in 2018, compared to \$84.4 million in 2017. For 2018, net cash used in financing activities primarily consisted of the repurchase of common stock of \$201.6 million and dividend payments to Company shareholders of \$62.7 million and to the non-controlling interest in our China joint venture of RMB136.5 million (approximately US\$19.9 million), partially offset by net proceeds of \$14.2 million from the issuance of stock-based compensation. For 2017, net cash used in financing activities primarily consisted of dividend payments of \$50.9 million, the repurchase of common stock of \$35.5 million and payment of a related-party note payable of \$14.2 million, partially offset by net proceeds of \$16.3 million from the issuance of common stock related to our stock compensation programs.

2017 compared to 2016

Net cash provided by operating activities was \$341.1 million in 2017, compared to \$275.2 million in 2016. The increase in cash provided by operating activities was primarily driven by a reduction of inventory levels and an increase in accounts payable, partially offset by an increase in accounts receivable during 2017 compared to a decrease in 2016. A significant decline in net income in 2017 relating to incremental non-cash provisional tax expense resulting from the TCJA was offset by corresponding changes in deferred income taxes and taxes payable.

Net cash used in investing activities was \$147.8 million in 2017, compared to \$49.9 million in 2016. For 2017, net cash used in investing activities primarily consisted of \$94.7 million in net purchases of short-term investments and \$53.4 million for capital expenditures. For 2016, net cash used in investing activities primarily consisted of \$50.0 million for capital expenditures.

Net cash used in financing activities was \$84.4 million in 2017, compared to \$42.0 million in 2016. For 2017, net cash used in financing activities primarily consisted of dividend payments of \$50.9 million, the repurchase of common stock at an aggregate purchase price of \$35.5 million and payment of a related-party note payable of \$14.2 million, partially offset by net proceeds of \$16.3 million from the issuance of common stock related to our stock compensation programs. For 2016, net cash used in financing activities primarily consisted of dividend payments of \$48.1 million, partially offset by net proceeds of \$8.1 million from the issuance of common stock related to our stock compensation programs.

Short-term borrowings and credit lines

We have an unsecured, committed revolving line of credit available to fund our domestic working capital requirements. Monthly variable commitments available for funding average \$100.0 million over the course of a calendar year. At December 31, 2018, no balance was outstanding under this line of credit and we were in compliance with all associated covenants. Internationally, our subsidiaries have operating lines of credit in place guaranteed by the parent company with a combined limit of approximately \$107.0 million at December 31, 2018. At December 31, 2018, no balance was outstanding under these lines of credit.

We expect to fund our future capital expenditures with existing cash, operating cash flows and credit facilities. If the need arises, we may seek additional funding. Our ability to obtain additional financing will depend on many factors, including prevailing market conditions, our financial condition and our ability to negotiate favorable terms and conditions. Financing may not be available on terms that are acceptable or favorable to us, if at all.

Our operations are affected by seasonal trends typical in the outdoor apparel industry and have historically resulted in higher sales and profits in the third and fourth calendar quarters. This pattern has resulted primarily from the timing of shipments of fall season products to wholesale customers and proportionally higher sales in our DTC operations in the fourth quarter, combined with an expense base that is more consistent throughout the year. We believe that our liquidity requirements for at least the next 12 months will be adequately covered by existing cash, cash provided by operations and existing short-term borrowing arrangements. We plan to fund future cash dividends and share repurchases with cash generated from operating activities.

Contractual obligations

The following table presents our estimated significant contractual commitments:

Year ended December 31,

(in thousands)	2019	2020	2021	2022	2023		nereafter	Total	
Inventory purchase obligations (1)	\$ 363,799	\$ 	\$ 	\$ 	\$ 	\$		\$ 363,799	
Operating lease obligations (2)	72,280	65,379	57,460	52,607	47,837		155,897	451,460	
TCJA transition tax obligations (3)	_	_	1,531	4,250	7,969		23,907	37,657	

- (1) Refer to Inventory Purchase Obligations in Note 14 of Notes to Consolidated Financial Statements.
- (2) Refer to Operating Leases in Note 14 of Notes to Consolidated Financial Statements.
- (3) Refer to Income Taxes in Note 11 of Notes to Consolidated Financial Statements.

We have recorded long-term liabilities for net unrecognized tax benefits related to income tax uncertainties in our Consolidated Balance Sheet at December 31, 2018 of approximately \$13.1 million; however, these long-term liabilities have not been included in the table above because we are uncertain about whether or when these amounts may be settled. Refer to Note 11 of Notes to Consolidated Financial Statements.

Quantitative and Qualitative Disclosures About Market Risk

In the normal course of business, our financial position and results of operations are subject to a variety of risks, including risks associated with global financial and capital markets, primarily currency exchange rate risk and, to a lesser extent, interest rate risk and equity market risk. We regularly assess these risks and have established policies and business practices designed to mitigate their effects. We do not engage in speculative trading in any financial or capital market.

Our primary currency exchange rate risk management objective is to mitigate the uncertainty of anticipated cash flows attributable to changes in exchange rates. We focus on mitigating changes in functional currency equivalent cash flows resulting from anticipated U.S. dollar denominated inventory purchases by subsidiaries that use European euros, Canadian dollars, Japanese yen, or Chinese renminbi as their functional currency. We manage this risk primarily by using currency forward contracts. Additionally, we hedge net balance sheet exposures related primarily to non-functional currency denominated monetary assets and liabilities using foreign currency forward contracts in euros, yen, Canadian dollars, and Swiss francs. Non-functional currency denominated monetary assets and liabilities consist primarily of cash and cash equivalents, short-term investments, payables, and intercompany loans.

The net fair value of our derivative contracts was favorable by approximately \$22.5 million at December 31, 2018. A 10% unfavorable exchange rate change in the euro, franc, Canadian dollar, yen, and renminbi against the U.S. dollar would have resulted in the net fair value declining by approximately \$49.6 million at December 31, 2018. Changes in fair value of derivative contracts resulting from foreign exchange rate fluctuations would be substantially offset by the change in value of the underlying hedged transactions.

Our negotiated credit facilities generally charge interest based on a benchmark rate such as the London Interbank Offered Rate ("LIBOR"). Fluctuations in short-term interest rates cause interest payments on drawn amounts to increase or decrease. At December 31, 2018, no balance was outstanding under our credit facilities.

Critical Accounting Policies and Estimates

Management's discussion and analysis of our financial condition and results of operations are based on our consolidated financial statements, which have been prepared in accordance with GAAP. The preparation of these financial statements requires us to make various estimates and judgments that affect reported amounts of assets, liabilities, sales, cost of sales, and expenses and related disclosure of contingent assets and liabilities. We believe that the estimates, assumptions and judgments involved in the accounting policies described below have the greatest potential effect on our financial statements, so we consider these to be our critical accounting policies and estimates. Because of the uncertainty inherent in these matters, actual results may differ from the estimates we use in applying these critical accounting policies. We base our ongoing estimates on historical experience and other assumptions that we believe to be reasonable in the circumstances. Some of these critical accounting policies affect working capital account balances, including the policy for revenue recognition and related sales returns, and claims from customers, the allowance for doubtful accounts, the provision for potential excess, slow-moving and closeout inventories, product warranty, income taxes, and stock-based compensation.

Management regularly discusses with our audit committee each of our critical accounting estimates, the development and selection of these accounting estimates, and the disclosure about each estimate in this annual report. These discussions typically occur at our quarterly audit committee meetings and include the basis and methodology used in developing and selecting these estimates, the trends

Table of Contents

in and amounts of these estimates, specific matters affecting the amount of and changes in these estimates, and any other relevant matters related to these estimates, including significant issues concerning accounting principles and financial statement presentation.

Revenue Recognition

Revenues are recognized when our performance obligations are satisfied as evidenced by transfer of control of promised goods to our customers, in an amount that reflects the consideration we expect to be entitled to receive in exchange for those goods or services. Within our wholesale channel, control generally transfers to the customer upon shipment to, or upon receipt by, the customer depending on the terms of sale with the customer. Within our DTC channel, control generally transfers to the customer at the time of sale within our retail stores and concession-based arrangements and upon shipment to the customer with respect to e-commerce transactions.

The amount of consideration we receive and recognize as *Net sales* across both wholesale and DTC channels varies with changes in sales returns and other accommodations and incentives we offer to our customers. When we give our customers the right to return products or provide other accommodations such as chargebacks and markdowns, we estimate the expected sales returns and miscellaneous claims from customers and record a sales reserve to reduce *Net sales*. These estimates are based on historical rates of product returns and claims, as well as events and circumstances that indicate changes to such historical rates. However, actual returns and claims in any future period are inherently uncertain and thus may differ from the estimates. As a result, we adjust our estimates of revenue at the earlier of when the most likely amount of consideration we expect to receive changes or when the amount of consideration becomes fixed. If actual or expected future returns and claims are significantly greater or lower than the sales reserve established, the Company records an adjustment to *Net sales* in the period in which it made such determination.

Licensing income, which is presented separately as *Net licensing income* on the Consolidated Statements of Operations and represents less than 1% of total revenue, is recognized over time based on the greater of contractual minimum royalty guarantees and actual, or estimated, sales of licensed products by our licensees.

We expense sales commissions when incurred, which is generally at the time of sale, because the amortization period would have been one year or less. These costs are recorded within SG&A expenses.

We treat shipping and handling activities as fulfillment costs, and as such recognize the costs for these activities at the time related revenue is recognized. The majority of these costs are recorded as SG&A expenses, and the direct costs associated with shipping goods to customers and consumers are recorded as SG&A expenses, and the direct costs associated with shipping goods to customers and consumers are recorded as SG&A expenses, and the direct costs associated with shipping goods to customers and consumers are recorded as SG&A expenses, and the direct costs associated with shipping goods to customers and consumers are recorded as SG&A expenses, and the direct costs associated with shipping goods to customers and consumers are recorded as SG&A expenses, and the direct costs associated with shipping goods to customers and consumers are recorded as SG&A expenses, and the direct costs associated with shipping goods to customers and consumers are recorded as SG&A expenses, and the direct costs associated with shipping goods to customers and consumers are recorded as SG&A expenses, and the direct costs associated with shipping goods to customers and consumers are recorded as SG&A expenses.

Revenue recognized from contracts with customers is recorded net of sales taxes, value added taxes, or similar taxes that are collected on behalf of local taxing authorities.

Allowance for Uncollectable Accounts Receivable

We make ongoing estimates of the collectability of our accounts receivable and maintain an allowance for estimated losses resulting from the inability of our customers to make required payments. In determining the amount of the allowance, we consider our historical level of credit losses, and we make judgments about the creditworthiness of customers based on ongoing credit evaluations. We analyze specific customer accounts, customer concentrations, credit insurance coverage, standby letters of credit, and other forms of collateral, current economic trends, and changes in customer payment terms. Continued uncertainty in credit and market conditions may slow our collection efforts if customers experience difficulty accessing credit and paying their obligations, leading to higher than normal accounts receivable and increased bad debt expense. Because we cannot predict future changes in the financial stability of our customers, actual future losses from uncollectable accounts may differ from our estimates and may have a material effect on our consolidated financial position, results of operations or cash flows. If the financial condition of our customers deteriorates and results in their inability to make payments, a larger allowance may be required. If we determine that a smaller or larger allowance is appropriate, we will record a credit or a charge to SG&A expense in the period in which we make such a determination.

Excess, Close-Out and Slow Moving Inventory

We make ongoing estimates of potential excess, close-out or slow moving inventory. We evaluate our inventory on hand considering our purchase commitments, sales forecasts and historical liquidation experience to identify excess, close-out or slow moving inventory and make provisions as necessary to properly reflect inventory value at the lower of cost or net realizable value. If we determine that a smaller or larger reserve is appropriate, we will record a credit or a charge to *Cost of sales* in the period in which we make such a determination.

Product Warranty

Table of Contents

We make ongoing estimates of potential future product warranty costs. When we evaluate our reserve for warranty costs, we consider our product warranty policies, historical claim rates by season, product category and mix, current warranty claim trends, and the historical cost to repair, replace or refund the original sale. If we determine that a smaller or larger reserve is appropriate, we will record a credit or a charge to *Cost of sales* in the period in which we make such a determination.

Impairment of Long-Lived Assets, Intangible Assets and Goodwill

Long-lived assets, which include property, plant and equipment and intangible assets with finite lives, are amortized over their estimated useful lives and are measured for impairment only when events or circumstances indicate the carrying value may be impaired. In these cases, we estimate the future undiscounted cash flows to be derived from the asset or asset group to determine whether a potential impairment exists. If the sum of the estimated undiscounted cash flows is less than the carrying value of the asset, we recognize an impairment loss, measured as the amount by which the carrying value exceeds the estimated fair value of the asset.

We review and test our intangible assets with indefinite useful lives and goodwill for impairment in the fourth quarter of each year and when events or changes in circumstances indicate that the carrying amount of such assets may be impaired. Our intangible assets with indefinite lives consist of trademarks and trade names. Substantially all of our goodwill is recorded in the U.S. segment and impairment testing for goodwill is performed at the reporting unit level. In the impairment test for goodwill, the two-step process first compares the estimated fair value of the reporting unit with the carrying amount of that reporting unit. We estimate the fair value of our reporting units using a combination of discounted cash flow analysis and market-based valuation methods, as appropriate. If step one indicates impairment, step two compares the estimated fair value of the reporting unit to the estimated fair value of all reporting unit assets and liabilities, except goodwill, to determine the implied fair value of goodwill. We calculate impairment as the excess of carrying amount of goodwill over the implied fair value of goodwill. In the impairment tests for trademarks and trade names, we compare the estimated fair value of each asset to its carrying amount. The fair values of trademarks and trade names are generally estimated using a relief from royalty method under the income approach. If the carrying amount of a trademark or trade name exceeds its estimated fair value, we calculate impairment as the excess of carrying amount over the estimate of fair value.

Our impairment tests and related fair value estimates are based on a number of factors, including assumptions and estimates for projected sales, income, cash flows, discount rates, market-based multiples, remaining useful lives, and other operating performance measures. Changes in estimates or the application of alternative assumptions could produce significantly different results. These assumptions and estimates may change in the future due to changes in economic conditions, changes in our ability to meet sales and profitability objectives or changes in our business operations or strategic direction.

Income Taxes

We use the asset and liability method of accounting for income taxes. Under this method, we recognize *Income tax expense* for the amount of taxes payable or refundable for the current year and for the amount of deferred tax liabilities and assets for the future tax consequences of events that have been recognized in our financial statements or tax returns. We make assumptions, judgments and estimates to determine our current provision for income taxes, our deferred tax assets and liabilities and our uncertain tax positions. Our judgments, assumptions and estimates relative to the current provision for income tax take into account current tax laws, our interpretation of current tax laws and possible outcomes of current and future audits conducted by foreign and domestic tax authorities. Changes in tax law or our interpretation of tax laws and the resolution of current and future tax audits could significantly affect the amounts provided for *Income taxes expense* in our Consolidated Financial Statements. Our assumptions, judgments and estimates relative to the value of a deferred tax asset take into account predictions of the amount and category of future taxable income. Actual operating results and the underlying amount and category of income in future years could cause our current assumptions, judgments and estimates of recoverable net deferred taxes to be inaccurate. Changes in any of the assumptions, judgments and estimates mentioned above could cause our actual income tax obligations to differ from our estimates, which could materially affect our financial position, results of operations or cash flows.

Our tax provision for interim periods is determined using an estimate of our annual effective tax rate, adjusted for discrete items, if any, that are taken into account in the relevant period. As the calendar year progresses, we periodically refine our estimate based on actual events and earnings by jurisdiction. This ongoing estimation process can result in changes to our expected effective tax rate for the full calendar year. When this occurs, we adjust the income tax provision during the quarter in which the change in estimate occurs so that our year-to-date provision equals our expected annual effective tax rate.

Stock-Based Compensation

Stock-based compensation cost is estimated at the grant date based on the award's fair value and is recognized as expense over the requisite service period using the straight-line attribution method. We estimate stock-based compensation for stock awards granted using the Black-Scholes option pricing model, which requires various subjective assumptions, including volatility and expected option life.

Table of Contents

Further, we estimate forfeitures for stock-based awards granted, but which are not expected to vest. If any of these inputs or assumptions changes significantly, stock-based compensation expense may differ materially in the future from that recorded in the current period.

Recent Accounting Pronouncements

Refer to Item 8, Note 2, "Recently Issued Accounting Pronouncements" below in this annual report.

Item 7A. QUANTITATIVE AND QUALITATIVE DISCLOSURES ABOUT MARKET RISK

The information required by this item is included in Item 7 above in this annual report and is incorporated herein by this reference.

Item 8. FINANCIAL STATEMENTS AND SUPPLEMENTARY DATA

Our management is responsible for the information and representations contained in this report. The financial statements have been prepared in conformity with accounting principles generally accepted in the United States ("GAAP"), which we consider appropriate in the circumstances and include some amounts based on our best estimates and judgments. Other financial information in this report is consistent with these financial statements.

Our accounting systems include controls designed to reasonably ensure that assets are safeguarded from unauthorized use or disposition and which provide for the preparation of financial statements in conformity with GAAP. These systems are supplemented by the selection and training of qualified financial personnel and an organizational structure providing for appropriate segregation of duties.

The audit committee is responsible for appointing the independent registered public accounting firm and reviews with the independent registered public accounting firm and management the scope and the results of the annual examination, the effectiveness of the accounting control system and other matters relating to our financial affairs as they deem appropriate.

Report of Independent Registered Public Accounting Firm

To the Board of Directors and Shareholders Columbia Sportswear Company Portland, Oregon

Opinion on the Financial Statements

We have audited the accompanying consolidated balance sheets of Columbia Sportswear Company and subsidiaries (the "Company") as of December 31, 2018 and 2017, the related consolidated statements of operations, comprehensive income, equity, and cash flows for each of the three years in the period ended December 31, 2018, and the related notes and the schedule listed in the Index at Item 15 (collectively referred to as the "financial statements"). In our opinion, the financial statements present fairly, in all material respects, the financial position of the Company as of December 31, 2018 and 2017, and the results of its operations and its cash flows for each of the three years in the period ended December 31, 2018, in conformity with accounting principles generally accepted in the United States of America.

We have also audited, in accordance with the standards of the Public Company Accounting Oversight Board (United States) (PCAOB), the Company's internal control over financial reporting as of December 31, 2018, based on criteria established in *Internal Control - Integrated Framework (2013)* issued by the Committee of Sponsoring Organizations of the Treadway Commission and our report dated February 21, 2019, expressed an unqualified opinion on the Company's internal control over financial reporting.

Basis for Opinion

These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on the Company's financial statements based on our audits. We are a public accounting firm registered with the PCAOB and are required to be independent with respect to the Company in accordance with the U.S. federal securities laws and the applicable rules and regulations of the Securities and Exchange Commission and the PCAOB.

We conducted our audits in accordance with the standards of the PCAOB. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement, whether due to error or fraud. Our audits included performing procedures to assess the risks of material misstatement of the financial statements, whether due to error or fraud, and performing procedures that respond to those risks. Such procedures included examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements. Our audits also included evaluating the accounting principles used and significant estimates made by management, as well as evaluating the overall presentation of the financial statements. We believe that our audits provide a reasonable basis for our opinion.

/s/ DELOITTE & TOUCHE LLP Portland, Oregon February 21, 2019

We have served as the Company's auditor since at least 1994; however, an earlier year could not be reliably determined.

CONSOLIDATED BALANCE SHEETS (In thousands)

	December 31,			31,
		2018		2017
ASSETS				
Current Assets:				
Cash and cash equivalents (Note 21)	\$	437,825	\$	673,166
Restricted cash (Note 22)		13,970		
Short-term investments (Note 21)		262,802		94,983
Accounts receivable, net (Note 6)		449,382		364,862
Inventories		521,827		457,927
Prepaid expenses and other current assets		79,500		58,559
Total current assets		1,765,306		1,649,497
Property, plant, and equipment, net (Note 7)		291,596		281,394
Intangible assets, net (Note 8)		126,575		129,555
Goodwill (Note 8)		68,594		68,594
Deferred income taxes (Note 11)		78,155		56,804
Other non-current assets		38,495		27,058
Total assets	\$	2,368,721	\$	2,212,902
LIABILITIES AND EQUITY				
Current Liabilities:				
Accounts payable	\$	274,435	\$	252,301
Accrued liabilities (Note 10)		275,684		182,228
Income taxes payable (Note 11)		22,763		19,107
Total current liabilities		572,882		453,636
Other long-term liabilities (Notes 12, 13)		45,214		48,735
Income taxes payable (Note 11)		50,791		58,104
Deferred income taxes (Note 11)		9,521		168
Total liabilities		678,408		560,643
Commitments and contingencies (Note 14)				
Shareholders' Equity:				
Preferred stock; 10,000 shares authorized; none issued and outstanding		_		
Common stock (no par value); 250,000 shares authorized; 68,246 and 69,995 issued and				
outstanding (Note 15)		_		45,829
Retained earnings		1,677,920		1,585,009
Accumulated other comprehensive loss (Note 18)		(4,063)		(8,887)
Total Columbia Sportswear Company shareholders' equity		1,673,857		1,621,951
Non-controlling interest (Note 5)		16,456		30,308
Total equity		1,690,313		1,652,259
Total liabilities and equity	\$	2,368,721	\$	2,212,902

CONSOLIDATED STATEMENTS OF OPERATIONS

(In thousands, except per share amounts)

	Year Ended December 31,					
		2018		2017		2016
Net sales	\$	2,802,326	\$	2,466,105	\$	2,377,045
Cost of sales		1,415,978		1,306,143		1,266,697
Gross profit		1,386,348		1,159,962		1,110,348
Selling, general and administrative expenses		1,051,152		910,894		864,084
Net licensing income		15,786		13,901		10,244
Income from operations		350,982		262,969		256,508
Interest income, net		9,876		4,515		2,003
Interest expense on note payable to related party (Note 22)		_		(429)		(1,041)
Other non-operating expense		(141)		(321)		(572)
Income before income tax		360,717		266,734		256,898
Income tax expense (Note 11)		(85,769)		(154,419)		(58,459)
Net income		274,948		112,315		198,439
Net income attributable to non-controlling interest		6,692		7,192		6,541
Net income attributable to Columbia Sportswear Company	\$	268,256	\$	105,123	\$	191,898
Earnings per share attributable to Columbia Sportswear Company (Note 17):						
Basic	\$	3.85	\$	1.51	\$	2.75
Diluted		3.81		1.49		2.72
Weighted average shares outstanding (Note 17):						
Basic		69,614		69,759		69,683
Diluted		70,401		70,453		70,632

CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME (In thousands)

	Year Ended December 31,					
		2018		2017		2016
Net income	\$	274,948	\$	112,315	\$	198,439
Other comprehensive income (loss):						
Unrealized holding losses on available-for-sale securities (net of tax effects of \$17, \$0, and \$0, respectively)		(56)		_		(2)
Unrealized gains (losses) on derivative transactions (net of tax effects of \$(7,782), \$8,176, and (\$1,922), respectively)		24,262		(18,005)		843
Foreign currency translation adjustments (net of tax effects of \$1,557, \$(4), and \$347, respectively)		(18,079)		34,160		(4,485)
Other comprehensive income (loss)		6,127		16,155		(3,644)
Comprehensive income		281,075		128,470		194,795
Comprehensive income attributable to non-controlling interest		7,480		9,617		4,678
Comprehensive income attributable to Columbia Sportswear Company	\$	273,595	\$	118,853	\$	190,117

CONSOLIDATED STATEMENTS OF CASH FLOWS (In thousands)

	Year Ended December 3					ι,		
		2018		2017		2016		
Cash flows from operating activities:								
Net income	\$	274,948	\$	112,315	\$	198,439		
Adjustments to reconcile net income to net cash provided by operating activities:								
Depreciation and amortization		58,230		59,945		60,016		
Loss on disposal or impairment of property, plant, and equipment		4,208		1,927		4,805		
Deferred income taxes		1,462		44,851		(19,178)		
Stock-based compensation		14,291		11,286		10,986		
Changes in operating assets and liabilities:								
Accounts receivable		(25,601)		(24,197)		36,710		
Inventories		(94,716)		46,662		(18,777)		
Prepaid expenses and other current assets		(9,771)		(19,241)		(5,452)		
Other assets		(12,421)		931		(5,948)		
Accounts payable		19,384		30,568		1,483		
Accrued liabilities		66,900		11,581		4,847		
Income taxes payable		(3,958)		58,702		4,768		
Other liabilities		(3,387)		5,798		2,468		
Net cash provided by operating activities		289,569		341,128		275,167		
Cash flows from investing activities:								
Purchases of short-term investments		(518,755)		(130,993)		(21,263)		
Sales and maturities of short-term investments		352,127		36,282		21,263		
Capital expenditures		(65,622)		(53,352)		(49,987)		
Proceeds from sale of property, plant, and equipment		19		279		97		
Net cash used in investing activities		(232,231)		(147,784)		(49,890)		
Cash flows from financing activities:								
Proceeds from credit facilities		70,576		3,374		62,885		
Repayments on credit facilities		(70,576)		(3,374)		(64,825)		
Proceeds from issuance of common stock related to stock-based compensation		18,484		19,946		13,167		
Tax payments related to stock-based compensation		(4,285)		(3,662)		(5,117)		
Repurchase of common stock		(201,600)		(35,542)		(11)		
Cash dividends paid		(62,664)		(50,909)		(48,122)		
Cash dividends paid to non-controlling interest		(19,949)		(30,707)		(40,122)		
Payment of related party note payable		(19,949)		(14,236)				
Net cash used in financing activities	_	(270,014)		(84,403)	_	(42,023)		
Net effect of exchange rate changes on cash		(8,695)		12,836		(1,635)		
Net (decrease) increase in cash, cash equivalents and restricted cash	_	(221,371)		121,777	_	181,619		
Cash, cash equivalents and restricted cash, beginning of period		673,166		551,389		369,770		
Cash, cash equivalents and restricted cash, end of period	\$	451,795	\$	673,166	\$	551,389		
Supplemental disclosures of cash flow information:		,,,,,	Ť	,	Ť			
Cash paid during the year for income taxes	\$	77,408	\$	81,045	\$	70,424		
Cash paid during the year for interest on note payable to related party	φ	77,400	ψ	685	ψ	1,049		
Supplemental disclosures of non-cash investing activities:		_		003		1,047		
Capital expenditures incurred but not yet paid		11,831		3,188		2,710		
Capital experiencies incurred but not yet paid		11,031		3,100		۷,/10		

CONSOLIDATED STATEMENTS OF EQUITY (In thousands)

Columbia Sportswear Company Shareholders' Equity

	1		ompany Snaren		_			
	Common	Stock		Accumulated Other	Non-			
	Shares Outstanding	Amount	Retained Earnings	Comprehensive Income (Loss)	Controlling Interest	Total		
BALANCE, JANUARY 1, 2016	69,277	\$ 34,776	\$ 1,385,860	\$ (20,836)	\$ 16,013	\$ 1,415,813		
Net income		_	191,898	_	6,541	198,439		
Other comprehensive income (loss):								
Unrealized holding losses on available-for-sale securities, net	_	_	_	(2)		(2)		
Unrealized holding gains on derivative transactions, net	_	_	_	686	157	843		
Foreign currency translation adjustment, net		_	_	(2,465)	(2,020)	(4,485)		
Cash dividends (\$0.69 per share)	_	_	(48,122)	_	_	(48,122)		
Issuance of common stock related to stock-based								
compensation, net	596	8,050	_	_	_	8,050		
Stock-based compensation expense	_	10,986	_	_	_	10,986		
Repurchase of common stock		(11)		_		(11)		
BALANCE, DECEMBER 31, 2016	69,873	53,801	1,529,636	(22,617)	20,691	1,581,511		
Net income	_	_	105,123	_	7,192	112,315		
Other comprehensive income (loss):								
Unrealized holding gains (losses) on derivative								
transactions, net	_	_	1,159	(17,489)	(516)	(16,846)		
Foreign currency translation adjustment, net	_	_	_	31,219	2,941	34,160		
Cash dividends (\$0.73 per share)	_	_	(50,909)	_	_	(50,909)		
Issuance of common stock related to stock-based compensation, net	787	16,284	_	_	_	16,284		
Stock-based compensation expense		11,286	_	_	_	11,286		
Repurchase of common stock	(665)	(35,542)	_	_	_	(35,542)		
BALANCE, DECEMBER 31, 2017	69,995	45,829	1,585,009	(8,887)	30,308	1,652,259		
Net income	_	_	268,256	_	6,692	274,948		
Other comprehensive income (loss):								
Unrealized holding losses on available-for-sale securities, net	_	_	_	(56)	_	(56)		
Unrealized holding gains on derivative transactions, net	_	_	_	23,195	1,067	24,262		
Foreign currency translation adjustment, net	_	_	_	(17,800)	(279)	(18,079)		
Cash dividends (\$0.90 per share)	_	_	(62,664)	_	_	(62,664)		
Dividends to non-controlling interest	_	_	_	_	(21,332)	(21,332)		
Adoption of new accounting standards	_	_	14,600	(515)		14,085		
Issuance of common stock related to stock-based compensation, net	600	14,199	_	_	_	14,199		
Stock-based compensation expense	_	14,291	_	_	_	14,291		
Repurchase of common stock	(2,349)	(74,319)	(127,281)	_	_	(201,600)		
BALANCE, DECEMBER 31, 2018	68,246	\$ —	\$ 1,677,920	\$ (4,063)	\$ 16,456	\$ 1,690,313		

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

NOTE 1—BASIS OF PRESENTATION AND ORGANIZATION

Nature of the Business

Columbia Sportswear Company is a global leader in the design, sourcing, marketing, and distribution of outdoor and active lifestyle apparel, footwear, accessories, and equipment.

Principles of Consolidation

The consolidated financial statements include the accounts of Columbia Sportswear Company, its wholly owned subsidiaries and entities in which it maintains a controlling financial interest (the "Company"). All significant intercompany balances and transactions have been eliminated in consolidation.

Estimates and Assumptions

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the consolidated financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results may differ from these estimates and assumptions. Some of these more significant estimates relate to revenue recognition, including sales returns and miscellaneous claims from customers, allowance for doubtful accounts, excess, slow-moving and closeout inventories, product warranty, long-lived and intangible assets, goodwill, income taxes, and stock-based compensation.

Recently Adopted Accounting Pronouncements

Effective January 1, 2018, the Company adopted Accounting Standards Update ("ASU") No. 2014-09, *Revenue from Contracts with Customers*, which outlines a single comprehensive model for entities to use in accounting for revenue arising from contracts with customers that superseded the previous revenue recognition guidance (Topic 605). The updated guidance, and subsequent clarifications, collectively referred to as ASC 606, require an entity to recognize revenue when it transfers control of promised goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled in exchange for those goods or services.

In addition, the guidance requires disclosure of the nature, amount, timing and uncertainty of revenue and cash flows arising from contracts with customers. The Company adopted this standard, utilizing the modified retrospective approach, with the cumulative effect of initially applying the new standard recognized in *Retained earnings*. Accordingly, comparative prior period information has not been restated and continues to be reported under the accounting standards in effect for those periods. In addition, the adoption of ASC 606 had the following effects: (1) fees paid to or retained by third parties in conjunction with certain concession-based retail arrangements in our Latin America and Asia Pacific ("LAAP") region, historically comprising approximately 2% of net sales, are now recognized as a component of *Selling, general and administrative ("SG&A") expenses*; (2) wholesale sales returns reserves, estimated chargebacks and markdowns, and other provisions for customer refunds are now presented as *Accrued liabilities* rather than in *Accounts receivable, net*; and (3) the estimated cost of inventory associated with sales returns reserves are now presented within *Other current assets* rather than *Inventories*. The Company expects the timing of revenue recognition for its significant revenue streams to remain substantially unchanged, with no material effect on *Net sales*. See the table below for the effect of the adoption of the standard on our Consolidated Balance Sheets as of January 1, 2018.

Effective January 1, 2018, the Company adopted ASU No. 2016-16, *Income Taxes (Topic 740): Intra-Entity Transfer of Assets Other than Inventory*, which requires the recognition of the income tax effects of an intra-entity transfer of an asset, other than inventory, when the transfer occurs, eliminating an exception under previous GAAP in which the tax effects of intra-entity asset transfers were deferred until the transferred asset is sold to a third party or otherwise recovered through use. Income tax effects of intra-entity transfers of inventory will continue to be deferred until the inventory has been sold to a third party. The Company adopted this standard effective January 1, 2018 by applying the required modified retrospective approach with a cumulative-effect adjustment to *Retained earnings* of certain previously deferred tax benefits. The Company anticipates the adoption of this standard will result in increased volatility in its future effective income tax rate. See the table below for the effect of the adoption of the standard on our Consolidated Balance Sheets as of January 1, 2018.

Effective January 1, 2018, the Company early-adopted ASU No. 2017-12, *Derivatives and Hedging (Topic 815): Targeted Improvements to Accounting for Hedging Activities*, which simplifies the application of hedge accounting guidance to better portray the economic results of risk management activities in the financial statements. The guidance aligns the recognition and presentation of the effects of hedging instruments and hedged items in the financial statements and includes certain targeted improvements to ease the application of the assessment of hedge effectiveness. The Company utilized the required modified retrospective transition method

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

with the cumulative effect of initially applying the new standard recognized in *Retained earnings*. See the table below for the effect of the adoption of the standard on our Consolidated Balance Sheets as of January 1, 2018.

Effective January 1, 2018, the Company adopted ASU No. 2016-01, Financial Instruments - Overall (Subtopic 825-10): Recognition and Measurement of Financial Assets and Financial Liabilities, which requires equity investments that are not accounted for under the equity method of accounting to be measured at fair value with changes recognized in net income and also updates certain presentation and disclosure requirements. The adoption of this standard did not have a material effect on the Company's financial position, results of operations or cash flows.

The following table presents the effect of the adoption of ASC 606, ASU 2016-16 and ASU 2017-12 on our Consolidated Balance Sheets as of January 1, 2018:

Innuamy 1 2019

		January 1, 2018												
(in thousands)	D	ecember 31, 2017		Adjustments due to ASC 606		Adjustments due to ASU 2016-16	A	Adjustments due to ASU 2017-12	Ja	nuary 1, 2018				
Accounts receivable, net	\$	364,862	\$	64,519	\$	_	\$	_	\$	429,381				
Inventories		457,927		(24,037)		_		_		433,890				
Prepaid expenses and other current assets		58,559		24,037		(11,814)		_		70,782				
Total current assets		1,649,497		64,519		(11,814)		_		1,702,202				
Deferred income taxes		56,804		(519)		23,469		_		79,754				
Total assets		2,212,902		64,000		11,655		_		2,288,557				
Accrued liabilities		182,228		61,340		_		_		243,568				
Income taxes payable		19,107		230		_		_		19,337				
Total current liabilities		453,636		61,570		_		_		515,206				
Total liabilities		560,643		61,570		_		_		622,213				
Retained earnings		1,585,009		2,430		11,655		515		1,599,609				
Accumulated other comprehensive loss		(8,887)		_		_		(515)		(9,402)				
Total liabilities and equity	\$	2,212,902	\$	64,000	\$	11,655	\$	_	\$	2,288,557				

In accordance with the requirements of ASC 606, the effects of adoption of this standard on our Consolidated Balance Sheets and Consolidated Statements of Operations were as follows:

	 December 31, 2018							
(in thousands)	 As Reported		Effect of Standard		Balances Without Adoption of ASC 606			
Accounts receivable, net	\$ 449,382	\$	79,534	\$	369,848			
Inventories	521,827		(27,236)		549,063			
Prepaid expenses and other current assets	79,500		27,236		52,264			
Total current assets	1,765,306		79,534		1,685,772			
Total assets	2,368,721		79,534		2,289,187			
Accrued liabilities	275,684		79,534		196,150			
Total current liabilities	572,882		79,534		493,348			
Total liabilities	678,408		79,534		598,874			
Total liabilities and equity	\$ 2,368,721	\$	79,534	\$	2,289,187			

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

		December 31, 2018	18		
(in thousands)		Effect of Standard	Balances Without Adoption of ASC 606		
Net sales	\$ 2,802,326	\$ 40,975	\$ 2,761,351		
Gross profit	1,386,348	40,975	1,345,373		
Selling, general and administrative expenses	\$ 1,051,152	\$ 40,975	\$ 1,010,177		

NOTE 2—SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Cash and cash equivalents

Cash and cash equivalents are stated at fair value or at cost, which approximates fair value, and include investments with original maturities of 90 days or less at the date of acquisition. At December 31, 2018, Cash and cash equivalents consisted of cash, money market funds, and U.S. government treasury bills. At December 31, 2017, Cash and cash equivalents consisted of cash, money market funds, time deposits, U.S. government treasury bills, and U.S. government-backed municipal bonds.

Investments

At December 31, 2018, Short-term investments consisted of U.S. government treasury bills, as well as money market and mutual fund share investments held as part of the Company's deferred compensation plan expected to be distributed in the next twelve months. At December 31, 2017, short-term investments consisted of U.S. government treasury bills and U.S. government-backed municipal bonds, as well as mutual fund share investments held as part of the Company's deferred compensation plan expected to be distributed in the next twelve months. The U.S. government treasury bills and U.S. government-backed municipal bonds are classified as available-for-sale securities and are recorded at fair value with any unrealized gains and losses reported, net of tax, in Other comprehensive income. Investments held as part of the Company's deferred compensation plan are classified as trading securities and are recorded at fair value with any unrealized gains and losses reported as a component of operating income. Realized gains or losses are determined based on the specific identification method.

At December 31, 2018 and 2017, long-term investments included in *Other non-current assets* consisted of money market and mutual fund shares held to offset liabilities to participants in the Company's deferred compensation plan. The investments are classified as long-term because the related deferred compensation liabilities are not expected to be paid within the next year. These investments are classified as trading securities and are recorded at fair value with unrealized gains and losses reported as a component of operating income.

Accounts receivable

Accounts receivable have been reduced by an allowance for doubtful accounts. The Company makes ongoing estimates of the collectability of accounts receivable and maintains an allowance for estimated losses resulting from the inability of the Company's customers to make required payments.

Inventories

Inventories consist primarily of finished goods and are carried at the lower of cost or net realizable value. Cost is determined using the first-in, first-out method. The Company periodically reviews its inventories for excess, close-out or slow moving items and makes provisions as necessary to properly reflect inventory value.

Property, plant and equipment

Property, plant and equipment are stated at cost, net of accumulated depreciation. Depreciation is provided using the straight-line method over the estimated useful lives of the assets. The principal estimated useful lives are: land improvements, 15 years; buildings and building improvements, 15-30 years; furniture and fixtures, 3-10 years; and machinery, software and equipment, 3-10 years. Leasehold improvements are depreciated over the lesser of the estimated useful life of the improvement, which is most commonly 7 years, or the remaining term of the underlying lease.

Improvements to property, plant and equipment that substantially extend the useful life of the asset are capitalized. Repair and maintenance costs are expensed as incurred. Internal and external costs directly related to the development of internal-use software during the

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

application development stage, including costs incurred for third party contractors and employee compensation, are capitalized and depreciated over a 3-10 year estimated useful life.

Impairment of long-lived assets

Long-lived assets are amortized over their estimated useful lives and are measured for impairment only when events or circumstances indicate the carrying value may be impaired. In these cases, the Company estimates the future undiscounted cash flows to be derived from the asset or asset group to determine whether a potential impairment exists. If the sum of the estimated undiscounted cash flows is less than the carrying value of the asset, the Company recognizes an impairment loss, measured as the amount by which the carrying value exceeds the estimated fair value of the asset.

Intangible assets and goodwill

Intangible assets with indefinite useful lives and goodwill are not amortized but are periodically evaluated for impairment. Intangible assets that are determined to have finite lives are amortized using the straight-line method over their estimated useful lives and are measured for impairment only when events or circumstances indicate the carrying value may be impaired.

Impairment of intangible assets and goodwill

The Company reviews and tests its intangible assets with indefinite useful lives and goodwill for impairment in the fourth quarter of each year and when events or changes in circumstances indicate that the carrying amount of such assets may be impaired. The Company's intangible assets with indefinite lives consist of trademarks and trade names. Substantially all of the Company's goodwill is recorded in the United States segment and impairment testing for goodwill is performed at the reporting unit level. In the impairment test for goodwill, the two-step process first compares the estimated fair value of the reporting unit with the carrying amount of that reporting unit. The Company estimates the fair value of its reporting units using a combination of discounted cash flow analysis, comparisons with the market values of similar publicly traded companies and other operating performance based valuation methods, as necessary. If step one indicates impairment, step two compares the estimated fair value of the reporting unit to the estimated fair value of all reporting unit assets and liabilities, except goodwill, to determine the implied fair value of goodwill. The Company calculates impairment as the excess of carrying amount of goodwill over the implied fair value of goodwill.

If events or circumstances indicate the carrying value of intangible assets with finite lives may be impaired, the Company estimates the future undiscounted cash flows to be derived from the asset or asset group to determine whether a potential impairment exists. If the sum of the estimated undiscounted cash flows is less than the carrying value of the asset the Company recognizes an impairment loss, measured as the amount by which the carrying value exceeds the estimated fair value of the asset.

Impairment charges, if any, are classified as a component of SG&A expense. The impairment tests and related fair value estimates are based on a number of factors, including assumptions and estimates for projected sales, income, cash flows, discount rates, remaining useful lives, and other operating performance measures. Changes in estimates or the application of alternative assumptions could produce significantly different results. These assumptions and estimates may change in the future due to changes in economic conditions, changes in the Company's ability to meet sales and profitability objectives or changes in the Company's business operations or strategic direction.

Income taxes

Income taxes are provided on financial statement earnings for financial reporting purposes. Income taxes are based on amounts of taxes payable or refundable in the current year and on expected future tax consequences of events that are recognized in the financial statements in different periods than they are recognized in tax returns. As a result of timing of recognition and measurement differences between financial accounting standards and income tax laws, temporary differences arise between amounts of pre-tax financial statement income and taxable income and between reported amounts of assets and liabilities in the Consolidated Balance Sheets and their respective tax bases. Deferred income tax assets and liabilities reported in the Consolidated Balance Sheets reflect estimated future tax effects attributable to these temporary differences and to net operating loss and net capital loss carryforwards, based on tax rates expected to be in effect for years in which the differences are expected to be settled or realized. Realization of deferred tax assets is dependent on future taxable income in specific jurisdictions. Valuation allowances are used to reduce deferred tax assets to amounts considered likely to be realized.

Accrued income taxes in the Consolidated Balance Sheets include unrecognized income tax benefits relating to uncertain tax positions, including related interest and penalties, appropriately classified as current or noncurrent. The Company recognizes the tax benefit from an uncertain tax position if it is more likely than not that the tax position will be sustained on examination by the relevant taxing authority based on the technical merits of the position. The tax benefits recognized in the financial statements from such positions are then measured based on the largest benefit that has a greater than 50% likelihood of being realized upon ultimate settlement with the relevant

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

tax authority. In making this determination, the Company assumes that the taxing authority will examine the position and that it will have full knowledge of all relevant information. The provision for income taxes also includes estimates of interest and penalties related to uncertain tax positions.

Derivatives

The effective portion of changes in fair values of outstanding cash flow hedges is recorded in other comprehensive income until earnings are affected by the hedged transaction, and any ineffective portion is included in current income. In most cases amounts recorded in other comprehensive income will be released to earnings after maturity of the related derivative. The Consolidated Statements of Operations classification of effective hedge results is the same as that of the underlying exposure. Results of hedges of product costs are recorded in cost of sales when the underlying hedged transactions affect earnings. Results of hedges of revenue are recorded in net sales when the underlying hedged transactions affect earnings. Unrealized derivative gains and losses, which are recorded in assets and liabilities, respectively, are non-cash items and therefore are taken into account in the preparation of the Consolidated Statements of Cash Flows based on their respective balance sheet classifications. Refer to Note 20 for more information on derivatives and risk management.

Foreign currency translation

The assets and liabilities of the Company's foreign subsidiaries have been translated into U.S. dollars using the exchange rates in effect at period end, and the net sales and expenses have been translated into U.S. dollars using average exchange rates in effect during the period. The foreign currency translation adjustments are included as a separate component of accumulated other comprehensive loss in shareholders' equity.

Revenue recognition

Revenues are recognized when our performance obligations are satisfied as evidenced by transfer of control of promised goods to our customers, in an amount that reflects the consideration we expect to be entitled to receive in exchange for those goods or services. Within our wholesale channel, control generally transfers to the customer upon shipment to, or upon receipt by, the customer depending on the terms of sale with the customer. Within our direct-to-consumer ("DTC") channel, control generally transfers to the customer at the time of sale within our retail stores and concession-based arrangements and upon shipment to the customer with respect to e-commerce transactions.

The amount of consideration we receive and recognize as *Net sales* across both wholesale and DTC channels varies with changes in sales returns and other accommodations and incentives we offer to our customers. When we give our customers the right to return products or provide other accommodations such as chargebacks and markdowns, we estimate the expected sales returns and miscellaneous claims from customers and record a sales reserve to reduce *Net sales*. These estimates are based on historical rates of product returns and claims, as well as events and circumstances that indicate changes to such historical rates. However, actual returns and claims in any future period are inherently uncertain and thus may differ from the estimates. As a result, we adjust our estimates of revenue at the earlier of when the most likely amount of consideration we expect to receive changes or when the amount of consideration becomes fixed. If actual or expected future returns and claims are significantly greater or lower than the sales reserves established, the Company records an adjustment to *Net sales* in the period in which it made such determination.

Licensing income, which is presented separately as *Net licensing income* on the Consolidated Statements of Operations and represents less than 1% of total revenue, is recognized over time based on the greater of contractual minimum royalty guarantees and actual, or estimated, sales of licensed products by our licensees.

We expense sales commissions when incurred, which is generally at the time of sale, because the amortization period would have been one year or less. These costs are recorded within SG&A expenses.

We treat shipping and handling activities as fulfillment costs, and as such recognize the costs for these activities at the time related revenue is recognized. The majority of these costs are recorded as SG&A expenses, and the direct costs associated with shipping goods to customers and consumers are recorded as Costs of goods sold. Shipping and handling fees billed to customers are recorded as revenue.

Revenue recognized from contracts with customers is recorded net of sales taxes, value added taxes, or similar taxes that are collected on behalf of local taxing authorities.

Cost of sales

The expenses that are included in *Cost of sales* include all direct product costs related to shipping, duties and importation. Specific provisions for excess, close-out or slow moving inventory are also included in cost of sales. In addition, some of the Company's products

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

carry life-time or limited warranty provisions for defects in quality and workmanship. A warranty reserve is established at the time of sale to cover estimated costs based on the Company's history of warranty repairs and replacements and is recorded in *Cost of sales*.

Selling, general and administrative expense

SG&A expense consists of personnel-related costs, advertising, depreciation, occupancy, and other selling and general operating expenses related to the Company's business functions, including planning, receiving finished goods, warehousing, distribution, retail operations and information technology.

Shipping and handling costs

Shipping and handling fees billed to customers and consumers are recorded as *Net sales*. Inventory planning, receiving, storing and handling costs are recorded as a component of *SG&A expenses* and were approximately \$82,697,000, \$73,880,000 and \$65,757,000 for the years ended December 31, 2018, 2017 and 2016, respectively.

Stock-based compensation

Stock-based compensation cost is estimated at the grant date based on the award's fair value and is recognized as expense over the requisite service period using the straight-line attribution method. The Company estimates stock-based compensation for stock options granted using the Black-Scholes option pricing model, which requires various subjective assumptions, including volatility and expected option life. Further, the Company estimates forfeitures for stock-based awards granted which are not expected to vest. For restricted stock unit awards subject to performance conditions, the amount of compensation expense recorded in a given period reflects the Company's assessment of the probability of achieving its performance targets. If any of these inputs or assumptions changes significantly, stock-based compensation expense may differ materially in the future from that recorded in the current period. Assumptions are evaluated and revised as necessary to reflect changes in market conditions and the Company's experience. Estimates of fair value are not intended to predict actual future events or the value ultimately realized by people who receive equity awards. The fair value of service-based and performance-based restricted stock units is discounted by the present value of the estimated future stream of dividends over the vesting period using the Black-Scholes model.

Advertising costs

Advertising costs are expensed in the period incurred and are included in *SG&A expenses*. Total advertising expense, including cooperative advertising costs, were approximately \$150,359,000, \$121,839,000 and \$118,663,000 for the years ended December 31, 2018, 2017 and 2016, respectively.

Through cooperative advertising programs, the Company reimburses its wholesale customers for some of their costs of advertising the Company's products based on various criteria, including the value of purchases from the Company and various advertising specifications. Cooperative advertising costs are included in expenses because the Company receives an identifiable benefit in exchange for the cost, the advertising may be obtained from a party other than the customer, and the fair value of the advertising benefit can be reasonably estimated. Cooperative advertising costs were approximately \$4,595,000, \$6,555,000 and \$8,699,000 for the years ended December 31, 2018, 2017 and 2016, respectively.

Recently issued accounting pronouncements

In February 2016, the FASB issued ASU No. 2016-02, *Leases (Topic 842)*, to increase transparency and comparability among organizations by recognizing lease assets and lease liabilities on the balance sheet for most leases previously classified as operating leases. Subsequently, the FASB has issued amendments to clarify the codification or to correct unintended application of the new guidance. The new guidance is required to be applied using a retrospective approach, with two disclosure methods permissible: (1) apply the guidance in the new lease standard to each lease that existed at the beginning of the earliest comparative period presented in the financial statements ("full retrospective approach") or (2) apply the guidance to each lease that had commenced as of the beginning of the reporting period in which the entity first applies the new lease standard ("the modified retrospective approach").

The Company adopted the new standard effective January 1, 2019 using the modified retrospective approach, specifically the second method above, which does not adjust prior comparative periods to align with the new standard. The Company is also utilizing the transition package of practical expedients permitted within the new standard, which among other things, allows us to carryforward the historical lease classification as calculated under existing ASC 840 guidance. In addition, the Company is not electing the hindsight practical expedient to determine the reasonably certain lease term for existing leases. While lease classification will remain unchanged, the Company does not believe the use of hindsight would result in significantly different conclusions regarding accounting lease terms and useful lives of the corresponding leasehold improvements. The Company is making an accounting policy election that will keep leases

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

with an initial term of 12 months or less excluded from balance sheet capitalization and will result in recognizing those lease payments in the Consolidated Statements of Operations on a straight-line basis over the lease term.

The application of this new standard resulted in the recognition of right of use assets of approximately \$350 million, with corresponding lease liabilities of approximately \$385 million. As a result of adopting the standard, approximately \$35 million of pre-existing liabilities for deferred rent were reclassified as a component of the right of use assets.

The standard will have a limited impact on our debt-covenant compliance calculations under our current agreements.

In June 2016, the FASB issued ASU No. 2016-13, Financial Instruments - Credit Losses (Topic 326): Measurement of Credit Losses on Financial Instruments. The pronouncement changes the impairment model for most financial assets and will require the use of an "expected loss" model for instruments measured at amortized cost. Under this model, entities will be required to estimate the lifetime expected credit loss on such instruments and record an allowance to offset the amortized cost basis of the financial asset, resulting in a net presentation of the amount expected to be collected on the financial asset. Subsequently, the FASB issued an amendment to clarify the implementation dates and items that fall within the scope of this pronouncement. This standard is effective beginning in the first quarter of 2020. The adoption of ASU 2016-13 is not expected to have a material effect on the Company's financial position, results of operations or cash flows.

In January 2017, the FASB issued ASU No. 2017-04, *Intangibles-Goodwill and Other (Topic 350): Simplifying the Test for Goodwill Impairment*, which simplifies the accounting for goodwill impairments by eliminating step two from the goodwill impairment test. Under this guidance, if the carrying amount of a reporting unit exceeds its estimated fair value, an impairment charge shall be recognized in an amount equal to that excess, limited to the total amount of goodwill allocated to that reporting unit. This standard is effective beginning in the first quarter of 2019, with early adoption permitted. The impact of the new standard will be dependent on the specific facts and circumstances of future individual impairments, if any.

In June 2018, the FASB issued ASU No. 2018-07, Compensation - Stock Compensation (Topic 718): Improvements to Nonemployee Share-Based Payment Accounting, which simplifies the accounting for share-based payments granted to nonemployees for goods and services. Under the ASU, most of the guidance on such payments to nonemployees would be aligned with the requirements for share-based payments granted to employees. As a result, most of the guidance in ASC 718 associated with employee share-based payments, including most requirements related to classification and measurement, applies to nonemployee share-based payment arrangements. This standard is effective beginning in the first quarter of 2019. The adoption of ASU 2018-07 is not expected to have a material effect on the Company's financial position, results of operations or cash flows.

In August 2018, the FASB issued ASU No. 2018-15, *Intangibles - Goodwill and Other - Internal-Use Software (Subtopic 350-40)*, which clarifies certain aspects of accounting for implementation costs incurred in a cloud computing arrangement ("CCA") that is a service contract. Under the ASU, an entity would expense costs incurred in the preliminary-project and post-implementation-operation stages. The entity would also capitalize certain costs incurred during the application-development stage, as well as certain costs related to enhancements. The ASU does not change the accounting for the service component of a CCA. This standard is effective beginning in the first quarter of 2020, with early adoption permitted. The Company is currently evaluating the impact this accounting standard will have on the Company's financial position, results of operations or cash flows.

NOTE 3—REVENUES

Disaggregated Revenue

As disclosed below in Note 19, the Company has aggregated its operating segments into four geographic segments: (1) United States, (2) LAAP, (3) Europe, Middle East and Africa ("EMEA") and (4) Canada, which are reflective of the Company's internal organization, management and oversight structure.

The following tables disaggregate our operating segment *Net sales* by product category and sales channel, which the Company believes provides a meaningful depiction how the nature, timing, and uncertainty of *Net sales* are affected by economic factors:

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

			Year Ei	nded	December 3	1, 20	18			
(in thousands)	United States		LAAP		EMEA		Canada	Total		
Product category net sales										
Apparel, Accessories and Equipment	\$ 1,432,711	\$	400,240	\$	226,324	\$	131,783	\$ 2,191,058		
Footwear	295,765		129,912		124,430		61,161	611,268		
Total	\$ 1,728,476	\$	530,152	\$	350,754	\$	192,944	\$ 2,802,326		
Sales channel net sales										
Wholesale	\$ 902,928	\$	267,002	\$	300,626	\$	141,467	\$ 1,612,023		
Direct-to-consumer	825,548		263,150		50,128		51,477	1,190,303		
Total	\$ 1,728,476	\$	530,152	\$	350,754	\$	192,944	\$ 2,802,326		
	Year Ended December 31, 2017									
(in thousands)	United States		LAAP		EMEA		Canada	Total		
Product category net sales										
Apparel, Accessories and Equipment	\$ 1,264,894	\$	354,907	\$	187,567	\$	120,589	\$ 1,927,957		
Footwear	255,132		120,221		106,133		56,662	538,148		
Total	\$ 1,520,026	\$	475,128	\$	293,700	\$	177,251	\$ 2,466,105		
Sales channel net sales										
Wholesale	\$ 828,769	\$	264,371	\$	257,269	\$	137,615	\$ 1,488,024		
Direct-to-consumer	691,257		210,757		36,431		39,636	978,081		
Total	\$ 1,520,026	\$	475,128	\$	293,700	\$	177,251	\$ 2,466,105		
			Year Ei	ıded	December 3	1, 20	116			
(in thousands)	United States		LAAP		EMEA		Canada	Total		
Product category net sales										
Apparel, Accessories and Equipment	\$ 1,252,992	\$	335,335	\$	164,723	\$	112,399	\$ 1,865,449		
Footwear	252,310		118,351		88,764		52,171	511,596		
Total	\$ 1,505,302	\$	453,686	\$	253,487	\$	164,570	\$ 2,377,045		
Sales channel net sales										
Wholesale	\$ 873,314	\$	247,472	\$	228,704	\$	130,598	\$ 1,480,088		
Direct-to-consumer	631,988		206,214		24,783		33,972	896,957		
Total	\$ 1,505,302	\$	453,686	\$	253,487	\$	164,570	\$ 2,377,045		

Performance Obligations

For the year ended December 31, 2018, *Net sales* recognized from performance obligations related to prior periods was not material. *Net sales* expected to be recognized in any future period related to remaining performance obligations is not material.

Contract Ralances

As of December 31, 2018, contract liabilities recorded on the Consolidated Balance Sheets, which consisted of obligations associated with our gift card and customer loyalty programs, were not material.

NOTE 4—CONCENTRATIONS

Trade receivables

The Company had one customer that accounted for approximately 11.6% and 12.3% of *Accounts receivable, net* at December 31, 2018 and 2017, respectively. No single customer accounted for 10% or more of *Net sales* for any of the years ended December 31, 2018, 2017 or 2016.

Derivatives

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

The Company uses derivative instruments to hedge the currency exchange rate risk of anticipated transactions denominated in non-functional currencies that are designated and qualify as cash flow hedges. The Company also uses derivative instruments to economically hedge the currency exchange rate risk of certain investment positions, to hedge balance sheet re-measurement risk and to hedge other anticipated transactions that do not qualify as cash flow hedges. At December 31, 2018, the Company's derivative contracts had remaining maturities of less than three years. The maximum net exposure to any single counterparty, which is generally limited to the aggregate unrealized gain of all contracts with that counterparty, was less than \$7,000,000 at December 31, 2018. All of the Company's derivative counterparties have investment grade credit ratings. Refer to Note 20 for further disclosures concerning derivatives.

Country and supplier concentrations

The Company's products are produced by contract manufacturers located outside the United States, principally in Southeast Asia. Apparel is manufactured in approximately 14 countries, with Vietnam and China together accounting for approximately 61% of 2018 global apparel production. Footwear is manufactured in three countries, with China and Vietnam accounting for substantially all of 2018 global footwear production. The five largest apparel factory groups accounted for approximately 32% of 2018 global apparel production, with the largest factory group accounting for 11% of 2018 global apparel production. The five largest footwear factory groups accounted for approximately 80% of 2018 global footwear production, with the largest factory group accounting for 38% of 2018 global footwear production. These companies have multiple factory locations, many of which are in different countries, thus reducing the risk that unfavorable conditions at a single factory or location would have a material adverse effect on the Company.

NOTE 5—NON-CONTROLLING INTEREST

Prior to January 2, 2019, the Company owned a 60% controlling interest in a joint venture formed with Swire Resources, Limited ("Swire") to support the development and operation of the Company's business in China. The accounts of the joint venture are included in the Consolidated Financial Statements. Swire's share of net income from the joint venture is included in *Net income attributable to non-controlling interest* in the Consolidated Statements of Operations. The 40% non-controlling equity interest in this entity is presented as *Non-controlling interest* in the Consolidated Balance Sheets and Consolidated Statements of Equity.

In September 2018, the Company and Swire entered into an Equity Interest Transfer Agreement ("EITA"), in which the Company committed to buy out the 40% non-controlling interest in the joint venture. On January 2, 2019, the Company closed the buyout. As a result of the buyout, beginning with the first quarter of 2019, the consolidated financial statements of the Company will not separately reflect amounts related to the non-controlling interest. See Note 22 for additional information regarding the various terms and conditions and resulting related-party transactions.

NOTE 6—ACCOUNTS RECEIVABLE, NET

Accounts receivable, net, is as follows:

	December 31,						
(in thousands)		2018		2017			
Trade accounts receivable	\$	460,433	\$	373,905			
Allowance for doubtful accounts		(11,051)		(9,043)			
Accounts receivable, net	\$	449,382	\$	364,862			

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

NOTE 7—PROPERTY, PLANT AND EQUIPMENT, NET

Property, plant and equipment, net consisted of the following:

		December 31,					
(in thousands)	2018			2017			
Land and improvements	\$	20,961	\$	21,065			
Buildings and improvements		170,928		173,919			
Machinery, software and equipment		327,678		322,032			
Furniture and fixtures		88,305		83,613			
Leasehold improvements		131,756		121,949			
Construction in progress		41,322		14,627			
		780,950		737,205			
Less accumulated depreciation		(489,354)		(455,811)			
	\$	291,596	\$	281,394			

Impairment charges for long-lived assets are included in *SG&A expense* and were approximately \$2,072,000, \$1,401,000 and \$4,310,000 for the years ended December 31, 2018, 2017 and 2016, respectively. Charges during the years ended December 31, 2018, 2017 and 2016 were recorded primarily for certain underperforming retail stores in the United States, Europe and LAAP regions.

NOTE 8—INTANGIBLE ASSETS, NET AND GOODWILL

Intangible assets that are determined to have finite lives include patents, purchased technology and customer relationships and are amortized over their estimated useful lives, which range from approximately 3 to 10 years. Goodwill and intangible assets with indefinite useful lives, including trademarks and trade names, are not amortized but are periodically evaluated for impairment. At December 31, 2018 and 2017, the Company determined that its goodwill and intangible assets were not impaired.

Dogombon 21

Intangible assets

The following table summarizes the Company's identifiable *Intangible assets*, net balance:

			December 3					
(in thousands)	2018			2017				
Intangible assets subject to amortization:								
Patents and purchased technology	\$	14,198	\$	14,198				
Customer relationships		23,000		23,000				
Gross carrying amount		37,198		37,198				
Accumulated amortization:								
Patents and purchased technology		(11,981)		(10,651)				
Customer relationships		(14,063)		(12,413)				
Accumulated amortization		(26,044)		(23,064)				
Net carrying amount		11,154		14,134				
Intangible assets not subject to amortization		115,421		115,421				
Intangible assets, net	\$	126,575	\$	129,555				

Amortization expense for intangible assets subject to amortization was approximately \$2,980,000, \$3,883,000, and \$5,146,000 for the years ended December 31, 2018, 2017 and 2016, respectively.

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

The following table presents the estimated annual amortization expense for the years 2019 through 2023:

 (in thousands)

 2019
 \$ 2,980

 2020
 2,537

 2021
 1,650

 2022
 1,650

 2023
 1,650

NOTE 9—SHORT-TERM BORROWINGS AND CREDIT LINES

The Company has an unsecured, committed revolving line of credit with monthly variable commitments available for funding that average \$100,000,000. The maturity date of this agreement is July 1, 2021. Interest, payable monthly, is based on the Company's applicable funded debt ratio, which could range from USD LIBOR plus 87.5 basis points to USD LIBOR plus 162.5 basis points. This line of credit requires the Company to comply with certain financial covenants covering net income, funded debt ratio, fixed charge coverage ratio, and borrowing basis. If the Company is in default, it is prohibited from paying dividends or repurchasing common stock. At December 31, 2018, the Company was in compliance with all associated covenants. At December 31, 2018 and 2017, no balance was outstanding under this line of credit.

The Company's Canadian subsidiary has available an unsecured and uncommitted line of credit guaranteed by the Company providing for borrowing up to a maximum of CAD\$30,000,000 (approximately US\$22,000,000) at December 31, 2018. The revolving line accrues interest at the bank's Canadian prime rate. At December 31, 2018 and 2017 no balance was outstanding under this line of credit.

The Company's European subsidiary has available two separate unsecured and uncommitted lines of credit guaranteed by the Company providing for borrowing up to a maximum of $\[\epsilon \] 25,800,000$ and $\[\epsilon \] 5,000,000$, respectively (combined approximately US\$35,000,000), at December 31, 2018. These lines accrue interest based on the European Central Bank refinancing rate plus 100 basis points and the Euro Overnight Index Average plus 75 basis points, respectively. There was no balance outstanding under either line at December 31, 2018 or 2017.

The Company's Japanese subsidiary has two separate unsecured and uncommitted lines of credit guaranteed by the Company providing for borrowing up to a maximum of US\$7,000,000 and \(\frac{4}{3}00,000,000\), respectively (combined approximately US\$10,000,000), at December 31, 2018. These lines accrue interest at JPY LIBOR plus 100 basis points and the Bank of Tokyo Prime Rate, respectively. There was no balance outstanding under either line at December 31, 2018 or 2017.

The Company's Korean subsidiary has available an unsecured and uncommitted line of credit guaranteed by the Company providing for borrowing up to a maximum of US\$20,000,000 at December 31, 2018. The revolving line accrues interest at the Korean three-month CD rate plus 220 basis points. There was no balance outstanding under this line at December 31, 2018 or 2017.

In 2018, the Company's China joint venture established an unsecured and uncommitted line of credit guaranteed by the Company providing for borrowings of advances or overdrafts up to a maximum of US\$20,000,000 (approximately RMB137,570,000) at December 31, 2018. Once the line is drawn upon, the revolving line accrues interest on advances of RMB based on the People's Bank of China ("PBOC") base rate, advances of USD based on LIBOR +1.8% per annum or overdrafts of RMB based on 110% of the PBOC base rate. There was no balance outstanding under this line at December 31, 2018.

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

NOTE 10—ACCRUED LIABILITIES

Accrued liabilities consisted of the following:

	December 31,					
(in thousands)		2018		2018 201		2017
Accrued salaries, bonus, paid time off and other benefits	\$	97,492	\$	79,457		
Sales reserves		97,702		17,545		
Accrued import duties		18,903		12,420		
Product warranties		13,186		12,339		
Other		48,401		60,467		
	\$	275,684	\$	182,228		

A reconciliation of product warranties is as follows:

	Year Ended December 31,							
(in thousands)		2018	2017			2016		
Balance at beginning of year	\$	12,339	\$	11,455	\$	11,487		
Provision for warranty claims		5,054		4,538		3,802		
Warranty claims		(3,942)		(4,210)		(3,726)		
Other		(265)		556		(108)		
Balance at end of year	\$	13,186	\$	12,339	\$	11,455		

NOTE 11—INCOME TAXES

Consolidated income from continuing operations before income taxes consisted of the following:

Year Ended December				· 31,		
(in thousands)	2018		2018 2017			2016
U.S. operations	\$	224,430	\$	167,380	\$	173,798
Foreign operations		136,287		99,354		83,100
Income before income tax	\$	360,717	\$	266,734	\$	256,898

The components of the provision (benefit) for income taxes consisted of the following:

	Year Ended December 31,					
(in thousands)	2018		2017			2016
Current:						
Federal	\$	59,213	\$	87,386	\$	53,840
State and local		9,959		443		6,370
Non-U.S.		28,700		28,708		18,708
		97,872		116,537		78,918
Deferred:						
Federal		(10,961)		47,087		(12,921)
State and local		(1,910)		4,990		(2,166)
Non-U.S.		768		(14,195)		(5,372)
		(12,103)		37,882		(20,459)
Income tax expense	\$	85,769	\$	154,419	\$	58,459

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

On December 22, 2017, the U.S. Government enacted comprehensive tax legislation, commonly referred to as the Tax Cuts and Jobs Act ("TCJA"). The TCJA made broad and complex changes to the U.S. tax code, including, but not limited to:

- reducing the U.S. federal corporate tax rate from 35% to 21%:
- requiring companies to pay a one-time transition tax on certain unrepatriated earnings of foreign subsidiaries;
- generally eliminating U.S. federal income taxes on dividends from foreign subsidiaries;
- requiring a current inclusion in U.S. federal taxable income of certain earnings of controlled foreign corporations;
- eliminating the corporate alternative minimum tax ("AMT") and changing how existing AMT credits can be realized:
- creating the base erosion anti-abuse tax;
- a new provision designed to tax global intangible low-taxed income ("GILTI");
- creating a new limitation on deductible interest expense;
 and
- changing rules related to uses and limitations of net operating loss carryforwards created in tax years beginning after December 31, 2017.

In conjunction with the enactment of the TCJA, the SEC staff issued Staff Accounting Bulletin 118 ("SAB 118"), which provides guidance on accounting for the tax effects of the TCJA. SAB 118 provides a measurement period that should not extend beyond one year from the TCJA enactment date for companies to complete the accounting for the effects of the TCJA.

Any legislative changes, including the final Section 965 transition tax regulations issued on January 15, 2019, the impacts of which are currently being assessed due to the complexity and interdependency of the legislative provisions, as well as other new or proposed Treasury regulations, may result in additional income tax impacts which could be material in the period any such changes are enacted.

For the year ended December 31, 2017, in accordance with SAB 118, the Company reflected the income tax effects in the financial statements for those aspects of the TCJA for which the accounting was complete and recorded an incremental provisional net tax expense of approximately \$95,610,000 for those aspects which the accounting was incomplete but able to determine a reasonable estimate.

For the year ended December 31, 2018, the Company recorded an incremental tax expense of approximately \$5,064,000 as adjustments to the provisional tax expense. Details related to the incremental expenses in 2018 are outlined below.

Reduction of U.S. federal corporate tax rate

The TCJA reduces the U.S. federal corporate tax rate from 35% to 21%, effective January 1, 2018. For the year ended December 31, 2017, the Company recorded a provisional decrease to net deferred tax assets of approximately \$15,017,000, for certain deferred tax assets and liabilities, with a corresponding charge to deferred income tax expense of approximately \$15,017,000. In 2018, the Company determined the provisional amount was affected by other analyses related to the TCJA, including, but not limited to, the Company's calculation of deemed repatriation of foreign income and the state tax effect of adjustments made to federal temporary differences. As a result, in the year ended December 31, 2018, the Company recorded an increase to net deferred tax assets of approximately \$1,450,000 for certain deferred tax assets and liabilities, with a corresponding charge to deferred income tax expenses of approximately \$1,450,000 to finalize the accounting for this element of the TCJA.

Transition tax on foreign earnings

The Deemed Repatriation Transition Tax ("Transition Tax") is a U.S. tax on the Company's previously untaxed accumulated and current earnings and profits ("E&P") of certain of the Company's foreign subsidiaries. For the year ended December 31, 2017, the Company recorded a provisional obligation of approximately \$49,947,000. In 2018, the Company determined, in addition to other factors, the amount of post-1986 E&P of the relevant subsidiaries, as well as the amount of non-U.S. income taxes paid on such earnings. As a result, in the year ended December 31, 2018, the Company recorded approximately \$5,424,000 to a liability account to finalize the accounting for this element of the TCJA. The Transition Tax will be paid over an eight year period beginning for the tax year ending December 31, 2017.

Deferred tax liability associated with future repatriations

For the year ended December 31, 2017, the Company recorded a provisional estimate of approximately \$23,690,000 related to the tax effects on future repatriations of foreign earnings. In 2018, the Company completed additional analysis of the effects of the TCJA and of its applicable foreign earnings. As a result, in the year ended December 31, 2018, the Company recorded approximately \$1,648,000 of income tax expense to finalize the accounting for this element of the TCJA.

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

Disallowance of foreign tax credits

The Company repatriated foreign earnings in 2017 for which certain foreign tax credits were no longer allowable under the TCJA. As a result, for the year ended December 31, 2017, the Company recorded a provisional estimate of approximately \$6,956,000 of income tax expense. In 2018, the Company completed additional analysis of the effects of the TCJA and recorded a decrease of approximately \$557,000 in the year ended December 31, 2018 to finalize the accounting for this element of the TCJA.

Global intangible low-taxed Income ("GILTI") tax

For the year ended December 2017, the Company did not record a provision related to the new GILTI tax under the TCJA because of the complexity of the new tax rules and the lack of clarity surrounding the application of the relevant accounting guidance. In 2018, the Company elected an accounting policy with respect to the GILTI tax rules, which is to treat GILTI as a period cost.

The following is a reconciliation of the statutory federal income tax rate to the effective rate reported in the financial statements:

	Year F		
	2018	2017	2016
	(pe	rcent of income)	
Provision for federal income taxes at the statutory rate	21.0 %	35.0 %	35.0 %
State and local income taxes, net of federal benefit	2.0	0.4	1.5
Non-U.S. income taxed at different rates	(0.1)	(7.8)	(5.8)
Foreign tax credits	_	(0.1)	(3.0)
Foreign deferred tax asset	_	(3.0)	(2.5)
Global Intangible Low-Taxed Income	0.4	_	_
Research credits	(0.6)	(0.7)	(0.8)
Withholding taxes	0.4	_	_
Excess tax benefits from stock plans	(1.4)	(2.3)	(2.1)
Other	0.7	0.5	0.5
Actual provision for income taxes, pre-provisional TCJA expense	22.4 %	22.0 %	22.8 %
Effects of the TCJA:		,	
Reduction of U.S. federal corporate tax rate	(0.4)%	5.6 %	— %
Transition tax on foreign earnings	1.5	18.7	_
Deferred tax liability associated with future repatriations	0.5	8.9	_
Foreign tax credits	(0.2)	2.7	_
Provision for income taxes related to the TCJA	1.4 %	35.9 %	— %
Actual provision for income taxes	23.8 %	57.9 %	22.8 %

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

Significant components of the Company's deferred taxes consisted of the following (in thousands):

		December 31,					
(in thousands)	2018		2017				
Deferred tax assets:							
Accruals and allowances	\$	39,276	37,971				
Capitalized inventory costs		34,548	21,625				
Stock compensation		4,318	3,867				
Net operating loss carryforwards		18,800	20,085				
Depreciation and amortization		39,511	25,020				
Tax credits		1,353	31				
Foreign currency gain		_	5,657				
Other		1,570	276				
Gross deferred tax assets		139,376	114,532				
Valuation allowance		(18,550)	(16,428)				
Net deferred tax assets		120,826	98,104				
Deferred tax liabilities:							
Depreciation and amortization		(22,048)	(15,395)				
Prepaid expenses		(2,301)	(2,383)				
Deferred tax liability associated with future repatriations		(21,323)	(23,690)				
Foreign currency loss		(6,520)	0				
Gross deferred tax liabilities		(52,192)	(41,468)				
Total net deferred taxes	\$	68,634 \$	56,636				

The Company records net deferred tax assets to the extent it believes these assets will more likely than not be realized. In making such a determination, the Company considers all available positive and negative evidence, including future reversals of existing taxable temporary differences, projected future taxable income, tax-planning strategies, and results of recent operations. The Company has foreign net operating loss carryforwards of approximately \$66,822,000 as of December 31, 2018, of which approximately \$56,576,000 have an unlimited carryforward period and approximately \$10,246,000 expire between 2025 and 2027. The net operating losses result in deferred tax assets of approximately \$18,800,000 and \$20,085,000 at December 31, 2018 and 2017, respectively. These deferred tax assets were subject to a valuation allowance of approximately \$16,532,000 and \$16,152,000 at December 31, 2018 and 2017, respectively.

At December 31, 2018, the Company has accumulated undistributed earnings generated by the Company's foreign subsidiaries of approximately \$333,400,000. As approximately \$239,700,000 of such earnings have previously been subject to the one-time transition tax on foreign earnings by the TCJA, any additional taxes due with respect to such earnings would generally be limited to foreign and state taxes and have been recorded as a deferred tax liability. However, the Company intends to indefinitely reinvest the earnings generated after January 1, 2018 and expect future domestic cash generation to be sufficient to meet future domestic cash needs.

The Company conducts business globally, and, as a result, the Company or one or more of its subsidiaries files income tax returns in the U.S. federal jurisdiction and various state and foreign jurisdictions. The Company is subject to examination by taxing authorities throughout the world, including such major jurisdictions as Canada, China, France, Japan, South Korea, Switzerland, and the United States. The Company has effectively settled Canadian tax examinations of all years through 2012, U.S. tax examinations of all years through 2013, Japanese tax examinations of all years through 2014, and Swiss tax examinations of all years through 2014. The Company's transfer pricing policies are currently under review by the Chinese tax authorities for all tax years after 2013. The Korean National Tax Service concluded an audit of the Company's 2009 through 2013 corporate income tax returns in 2014, and an audit of the Company's 2014 corporate income tax return in 2016. Due to the nature of the findings in both of these audits, the Company has invoked the Mutual Agreement Procedures outlined in the U.S.-Korean income tax treaty. The Company does not anticipate that adjustments relative to this dispute, or any other ongoing tax audits, will result in material changes to its financial

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

condition, results of operations or cash flows. Other than the dispute previously noted, the Company is not currently under examination in any major jurisdiction.

A reconciliation of the beginning and ending amount of gross unrecognized tax benefits is as follows:

	December 31,								
(in thousands)		2018		2017		2016			
Balance at beginning of year	\$	10,512	\$	9,998	\$	11,187			
Increases related to prior year tax positions		490		858		2,514			
Decreases related to prior year tax positions		(1,093)		(2,895)		(5,119)			
Increases related to current year tax positions		1,818		2,714		1,599			
Settlements		319		_		_			
Expiration of statute of limitations		(982)		(163)		(183)			
Balance at end of year	\$	11,064	\$	10,512	\$	9,998			

Due to the potential for resolution of income tax audits currently in progress, and the expiration of various statutes of limitation, it is reasonably possible that the unrecognized tax benefits balance may change within the twelve months following December 31, 2018 by a range of zero to approximately \$2,885,000. Open tax years, including those previously mentioned, contain matters that could be subject to differing interpretations of applicable tax laws and regulations as they relate to the amount, timing, or inclusion of revenue and expenses or the sustainability of income tax credits for a given examination cycle.

Unrecognized tax benefits of approximately \$9,147,000, \$6,892,000 and \$7,723,000 would affect the effective tax rate if recognized at December 31, 2018, 2017 and 2016, respectively.

The Company recognizes interest expense and penalties related to income tax matters in income tax expense. The Company recognized a net increase of accrued interest and penalties of approximately \$429,000 in 2018, and a net reversal of accrued interest and penalties of approximately \$1,402,000 in 2017 and a net increase of accrued interest and penalties of approximately \$637,000 in 2016, all of which related to uncertain tax positions. The Company had approximately \$2,069,000 and \$1,640,000 of accrued interest and penalties related to uncertain tax positions at December 31, 2018 and 2017, respectively.

NOTE 12—OTHER LONG-TERM LIABILITIES

Other long-term liabilities consisted of the following:

	 Decem	ember 31,			
(in thousands)	2018		2017		
Straight-line and deferred rent liabilities (Note 14)	\$ 31,047	\$	31,016		
Asset retirement obligations	4,691		4,580		
Deferred compensation plan liability (Note 13)	9,475		9,319		
Derivative financial instruments (Note 20)	1		3,820		
	\$ 45,214	\$	48,735		

NOTE 13—RETIREMENT SAVINGS PLANS

401(k) Profit-Sharing Plan

The Company has a 401(k) profit-sharing plan, which covers substantially all U.S. employees. Participation begins the first day of the quarter following completion of 30 days of service. The Company may elect to make discretionary matching or non-matching contributions. All Company contributions to the plan as determined by the Board of Directors totaled approximately \$8,900,000, \$7,666,000 and \$7,754,000 for the years ended December 31, 2018, 2017 and 2016, respectively.

Deferred Compensation Plan

The Company sponsors a nonqualified retirement savings plan for certain senior management employees whose contributions to the tax qualified 401(k) plan would be limited by provisions of the Internal Revenue Code. This plan allows participants to defer receipt of a portion of their salary and incentive compensation and to receive matching contributions for a portion of the deferred amounts. Company matching contributions to the plan totaled approximately \$350,000, \$210,000 and \$200,000 for the years ended December 31, 2018, 2017 and 2016, respectively. Participants earn a return on their deferred compensation based on investment earnings of participant-

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

selected investments. Deferred compensation, including accumulated earnings on the participant-directed investment selections, is distributable in cash at participant-specified dates or upon retirement, death, disability, or termination of employment.

The Company has purchased specific money market and mutual funds in the same amounts as the participant-directed investment selections underlying the deferred compensation liabilities. These investment securities and earnings thereon, held in an irrevocable trust, are intended to provide a source of funds to meet the deferred compensation obligations, subject to claims of creditors in the event of the Company's insolvency. Changes in the market value of the participants' investment selections are recorded as an adjustment to the investments and as unrealized gains and losses in SG&A expense. A corresponding adjustment of an equal amount is made to the deferred compensation liabilities and compensation expense, which is included in SG&A expense.

At December 31, 2018, and 2017, the long-term portion of the liability to participants under this plan was approximately \$9,475,000 and \$9,319,000, respectively, and was recorded in *Other long-term liabilities*. At December 31, 2018 and 2017, the current portion of the participant liability was \$1,200,000 and \$1,437,000, respectively, and was recorded in *Accrued liabilities*. At December 31, 2018 and 2017, the fair value of the long-term portion of the investments related to this plan was \$9,475,000 and \$9,319,000, respectively, and was recorded in *Other non-current assets*. At December 31, 2018 and 2017, the current portion of the investments related to this plan was \$1,200,000 and \$1,437,000, respectively, and was recorded in *Short-term investments*.

NOTE 14—COMMITMENTS AND CONTINGENCIES

Operating Leases

The Company leases, among other things, retail space, office space, warehouse facilities, storage space, vehicles, and equipment. Generally, the base lease terms are between 5 and 10 years. Certain lease agreements contain scheduled rent escalation clauses in their future minimum lease payments. Future minimum lease payments are recognized on a straight-line basis over the minimum lease term and the pro rata portion of scheduled rent escalations is included in *Other long-term liabilities*. Certain retail space lease agreements provide for additional rents based on a percentage of annual sales in excess of stipulated minimums ("percentage rent"). Certain lease agreements require the Company to pay real estate taxes, insurance, common area maintenance ("CAM"), and other costs, collectively referred to as operating costs, in addition to base rent. Percentage rent and operating costs are recognized as incurred in SG&A expense in the Consolidated Statements of Operations. Certain lease agreements also contain lease incentives, such as tenant improvement allowances and rent holidays. The Company recognizes the benefits related to the lease incentives on a straight-line basis over the applicable lease term.

Rent expense, including percentage rent but excluding operating costs for which the Company is obligated, consisted of the following:

Year Ended December					r 31 ,	
(in thousands)		2018		2017		2016
Rent expense included in SG&A expense	\$	143,871	\$	84,564	\$	75,457
Rent expense included in Cost of sales		1,576		1,557		1,626
	\$	145,447	\$	86,121	\$	77,083

Operating lease obligations listed below do not include percentage rent, real estate taxes, insurance, CAM, and other costs for which the Company is obligated. These operating lease commitments are not reflected on the Consolidated Balance Sheets. Approximate future minimum payments on all lease obligations, including rent escalation clauses and committed leases for stores that are not yet open, at December 31, 2018, are as follows:

(in thousands)	Future Minimum Payments
2019	\$ 72,280
2020	65,379
2021	57,460
2022	52,607
2023	47,837
Thereafter	155,897
	\$ 451,460

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

Inventory Purchase Obligations

Inventory purchase obligations consist of open production purchase orders for sourced apparel, footwear, accessories, and equipment, and raw material commitments not included in open production purchase orders. At December 31, 2018, inventory purchase obligations were approximately \$363,799,000.

Litigation

The Company is involved in litigation and various legal matters arising in the normal course of business, including matters related to employment, retail, intellectual property, contractual agreements, and various regulatory compliance activities. Management has considered facts related to legal and regulatory matters and opinions of counsel handling these matters, and does not believe the ultimate resolution of these proceedings will have a material adverse effect on the Company's financial position, results of operations or cash flows.

Indemnities and Guarantees

During its normal course of business, the Company has made certain indemnities, commitments and guarantees under which it may be required to make payments in relation to certain transactions. These include (i) intellectual property indemnities to the Company's customers and licensees in connection with the use, sale or license of Company products, (ii) indemnities to various lessors in connection with facility leases for certain claims arising from such facility or lease, (iii) indemnities to customers, vendors and service providers pertaining to claims based on the negligence or willful misconduct of the Company, (iv) executive severance arrangements, and (v) indemnities involving the accuracy of representations and warranties in certain contracts. The duration of these indemnities, commitments and guarantees varies, and in certain cases, may be indefinite. The majority of these indemnities, commitments and guarantees do not provide for any limitation of the maximum potential for future payments the Company could be obligated to make. The Company has not recorded any liability for these indemnities, commitments and guarantees in the accompanying Consolidated Balance Sheets.

NOTE 15—SHAREHOLDERS' EQUITY

Since the inception of the Company's stock repurchase plan in 2004 through December 31, 2018, the Company's Board of Directors has authorized the repurchase of \$900,000,000 of the Company's common stock. As of December 31, 2018, the Company had repurchased 24,007,071 shares under this program at an aggregate purchase price of approximately \$763,663,000. During the year ended December 31, 2018, the Company purchased an aggregate of \$201,599,847 of common stock under the stock repurchase plan. Shares of the Company's common stock may be purchased in the open market or through privately negotiated transactions, subject to market conditions. The repurchase program does not obligate the Company to acquire any specific number of shares or to acquire shares over any specified period of time.

NOTE 16—STOCK-BASED COMPENSATION

The Company's stock incentive plan (the "Plan") provides for issuance of up to 20,800,000 shares of the Company's common stock, of which 2,292,360 shares were available for future grants under the Plan at December 31, 2018. The Plan allows for grants of incentive stock options, non-statutory stock options, restricted stock awards, restricted stock units, and other stock-based or cash-based awards. The Company uses original issuance shares to satisfy share-based payments.

Stock-based compensation expense consisted of the following:

Year Ended December					ed December	31,																			
(in thousands)	_	2018		2018		2018		2018		2018		2018		2018		2018		2018		2018		2017			2016
Cost of sales	9	\$	250	\$	243	\$	233																		
SG&A expense			14,041		11,043		10,753																		
Pre-tax stock-based compensation expense	_		14,291		11,286		10,986																		
Income tax benefits			(3,218)		(1,778)		(3,969)																		
Total stock-based compensation expense, net of tax		\$	11,073	\$	9,508	\$	7,017																		

The Company realized a tax benefit for the deduction from stock-based award transactions of approximately \$7,900,000, \$10,463,000 and \$9,576,000 for the years ended December 31, 2018, 2017 and 2016, respectively.

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

Stock Options

Options to purchase the Company's common stock are granted at exercise prices equal to or greater than the fair market value of the Company's common stock on the date of grant. Options generally vest and become exercisable ratably on an annual basis over a period of four years and expire ten years from the date of the grant.

The Company estimates the fair value of stock options using the Black-Scholes model. Key inputs and assumptions used to estimate the fair value of stock options include the exercise price of the award, the expected option term, the expected stock price volatility of the Company's stock over the option's expected term, the risk-free interest rate over the option's expected term, and the Company's expected annual dividend yield. The option's expected term is derived from historical option exercise behavior and the option's terms and conditions, which the Company believes provide a reasonable basis for estimating an expected term. The expected volatility is estimated based on observations of the Company's historical volatility over the most recent term commensurate with the expected term. The risk-free interest rate is based on the U.S. Treasury yield approximating the expected term. The dividend yield is based on the expected cash dividend payouts. Assumptions are evaluated and revised as necessary to reflect changes in market conditions and the Company's experience. Estimates of fair value are not intended to predict actual future events or the value ultimately realized by people who receive equity awards.

The following table presents the weighted average assumptions for stock options granted in the years ended December 31:

	2018	2017	2016
Expected option term	4.50 years	4.54 years	4.63 years
Expected stock price volatility	28.39%	28.91%	29.79%
Risk-free interest rate	2.47%	1.73%	1.17%
Expected annual dividend yield	1.15%	1.29%	1.20%
Weighted average grant date fair value	\$18.86	\$13.11	\$13.38

The following table summarizes stock option activity under the Plan:

	Number of Shares	Weighted Average Exercise Price	Weighted Average Remaining Contractual Life	Int	Aggregate rinsic Value thousands)
Options outstanding at January 1, 2016	2,288,870	\$ 32.69	6.50	\$	38,209
Granted	430,544	56.63			
Cancelled	(117,699)	47.33			
Exercised	(450,173)	29.25			
Options outstanding at December 31, 2016	2,151,542	37.40	6.39		45,253
Granted	540,537	55.90			
Cancelled	(246,450)	50.62			
Exercised	(675,742)	29.52			
Options outstanding at December 31, 2017	1,769,887	44.22	6.69		48,962
Granted	402,010	76.48			
Cancelled	(67,440)	60.75			
Exercised	(499,836)	36.98			
Options outstanding at December 31, 2018	1,604,621	\$ 53.86	6.95	\$	48,703
Options vested and expected to vest at December 31, 2018	1,542,039	\$ 53.31	6.88	\$	47,647
Options exercisable at December 31, 2018	703,049	\$ 40.39	5.16	\$	30,727

The aggregate intrinsic value in the table above represents pre-tax intrinsic value that would have been realized if all options had been exercised on the last business day of the period indicated, based on the Company's closing stock price on that day.

Total stock option compensation expense for the years ended December 31, 2018, 2017 and 2016 was \$4,938,000, \$3,843,000 and \$3,896,000, respectively. At December 31, 2018, unrecognized costs related to outstanding stock options totaled approximately

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

\$8,701,000, before any related tax benefit. The unrecognized costs related to stock options are being amortized over the related vesting period using the straight-line attribution method. Unrecognized costs related to stock options at December 31, 2018 are expected to be recognized over a weighted average period of 2.22 years. The aggregate intrinsic value of stock options exercised was \$22,388,000, \$19,836,000 and \$12,976,000 for the years ended December 31, 2018, 2017 and 2016, respectively. The total cash received as a result of stock option exercises for the years ended December 31, 2018, 2017 and 2016 was \$18,484,000, \$19,946,000 and \$13,167,000, respectively.

Restricted Stock Units

Service-based restricted stock units are granted at no cost to key employees and generally vest over a period of four years. Performance-based restricted stock units are granted at no cost to certain members of the Company's senior executive team, excluding the Chairman of the Board of Directors and the Chief Executive Officer. Performance-based restricted stock units granted after 2009 generally vest over a performance period of between two and three years. Restricted stock units vest in accordance with the terms and conditions established by the Compensation Committee of the Board of Directors, and are based on continued service and, in some instances, on individual performance or Company performance or both. For the majority of restricted stock units granted, the number of shares issued on the date the restricted stock units vest is net of the minimum statutory withholding requirements that the Company pays in cash to the appropriate taxing authorities on behalf of its employees. For the years ended December 31, 2018, 2017 and 2016, the Company withheld 55,907, 65,437 and 88,335 shares, respectively, to satisfy approximately \$4,285,000, \$3,662,000 and \$5,127,000 of employees' tax obligations, respectively.

The fair value of service-based and performance-based restricted stock units is discounted by the present value of the estimated future stream of dividends over the vesting period using the Black-Scholes model. Key inputs and assumptions used to estimate the fair value of restricted stock units include the vesting period, expected annual dividend yield and closing price of the Company's common stock on the date of grant.

The following table presents the weighted average assumptions for restricted stock units granted in the years ended December 31:

	2018	2017	2016
Vesting period	3.77 years	3.87 years	3.57 years
Expected annual dividend yield	1.15%	1.30%	1.08%
Estimated average grant date fair value per restricted stock unit granted	\$73.74	\$52.45	\$55.93

The following table summarizes the restricted stock unit activity under the Plan:

	Number of Shares	Weighted Average Grant Date Fair Value Per Share
Restricted stock units outstanding at January 1, 2016	553,289	\$ 38.85
Granted	205,734	55.93
Vested	(235,059)	33.98
Forfeited	(57,489)	46.35
Restricted stock units outstanding at December 31, 2016	466,475	47.23
Granted	270,169	52.45
Vested	(176,654)	42.32
Forfeited	(110,515)	48.13
Restricted stock units outstanding at December 31, 2017	449,475	52.07
Granted	197,299	73.74
Vested	(155,847)	50.97
Forfeited	(66,926)	53.19
Restricted stock units outstanding at December 31, 2018	424,001	\$ 62.38

Restricted stock unit compensation expense for the years ended December 31, 2018, 2017 and 2016 was approximately \$9,353,000, \$7,443,000 and \$7,090,000, respectively. At December 31, 2018, unrecognized costs related to restricted stock units totaled approximately

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

\$16,892,000, before any related tax benefit. The unrecognized costs related to restricted stock units are being amortized over the related vesting period using the straight-line attribution method. These unrecognized costs at December 31, 2018 are expected to be recognized over a weighted average period of 2.19 years. The total grant date fair value of restricted stock units vested during the years ended December 31, 2018, 2017 and 2016 was approximately \$7,944,000, \$7,477,000 and \$7,988,000, respectively.

NOTE 17—EARNINGS PER SHARE

Earnings per share ("EPS") is presented on both a basic and diluted basis. Basic EPS is based on the weighted average number of common shares outstanding. Diluted EPS reflects the potential dilution that could occur if outstanding securities or other contracts to issue common stock were exercised or converted into common stock.

A reconciliation of the common shares used in the denominator for computing basic and diluted EPS is as follows:

	Y	ear E	nded December	r 31,	
(in thousands, except per share amounts)	2018		2017		2016
Weighted average common shares outstanding, used in computing basic earnings per					
share	69,614	ļ	69,759		69,683
Effect of dilutive stock options and restricted stock units	787	,	694		949
Weighted-average common shares outstanding, used in computing diluted earnings per share	70,401		70,453		70,632
Earnings per share of common stock attributable to Columbia Sportswear Company:					
Basic	\$ 3.85	\$	1.51	\$	2.75
Diluted	3.81		1.49		2.72

Stock options and service-based restricted stock units representing 340,741, 887,595 and 517,654 shares of common stock for the years ended December 31, 2018, 2017 and 2016, respectively, were outstanding but were excluded from the computation of diluted EPS because their effect would be anti-dilutive as a result of applying the treasury stock method. In addition, performance-based restricted stock units representing 31,775, 40,848 and 63,430 shares of common stock for the years ended December 31, 2018, 2017 and 2016, respectively, were outstanding but were excluded from the computation of diluted EPS because these shares were subject to performance conditions that had not been met.

NOTE 18—ACCUMULATED OTHER COMPREHENSIVE LOSS

Accumulated other comprehensive loss, net of applicable taxes, reported on the Company's Consolidated Balance Sheets consists of unrealized gains and losses on available-for-sale securities, unrealized gains and losses on derivative transactions and foreign currency translation adjustments.

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

The following table sets forth the changes in accumulated other comprehensive income (loss) attributable to Columbia Sportswear Company, net of related tax effects, for the years ended December 31, 2018, 2017 and 2016:

(in thousands)	Unrealized losses on available for sale securities	Unrealized holding gains (losses) on derivative transactions	Foreign currency translation adjustments	Total
Balance at January 1, 2016	\$ (2)	\$ 6,087	\$ (26,921)	\$ (20,836)
Other comprehensive income (loss) before reclassifications	(2)	420	(2,465)	(2,047)
Amounts reclassified from accumulated other comprehensive income	_	266	_	266
Net other comprehensive income (loss) during the year	(2)	686	(2,465)	(1,781)
Balance at December 31, 2016	(4)	6,773	(29,386)	(22,617)
Other comprehensive income (loss) before reclassifications	_	(15,559)	31,219	15,660
Amounts reclassified from accumulated other comprehensive income	_	(1,930)	_	(1,930)
Net other comprehensive income (loss) during the year	_	(17,489)	31,219	13,730
Balance at December 31, 2017	(4)	(10,716)	1,833	(8,887)
Other comprehensive income (loss) before reclassifications	(56)	23,065	(17,800)	5,209
Amounts reclassified from accumulated other comprehensive income	_	130	_	130
Net other comprehensive income (loss) during the year	(56)	23,195	(17,800)	5,339
Adoption of ASU 2017-12 (Note 1)	_	(515)	_	(515)
Balance at December 31, 2018	\$ (60)	\$ 11,964	\$ (15,967)	\$ (4,063)

All reclassification adjustments related to derivative transactions are recorded in *Cost of sales* on the Consolidated Statements of Operations. Refer to Note 20 for further information regarding derivative instrument reclassification adjustments.

NOTE 19—SEGMENT INFORMATION

The Company has aggregated its operating segments into four reportable geographic segments: (1) the United States, (2) Latin America and Asia Pacific ("LAAP"), (3) Europe, Middle East and Africa ("EMEA"), and (4) Canada, which are reflective of the Company's internal organization, management and oversight structure. Each geographic segment operates predominantly in one industry: the design, development, marketing, and distribution of outdoor and active lifestyle apparel, footwear, accessories, and equipment. Intersegment net sales and intersegment profits, which are recorded at a negotiated mark-up and eliminated in consolidation, are not material. Unallocated corporate expenses consist of expenses incurred by centrally-managed departments, including global information systems, finance, human resources and legal, executive compensation, unallocated benefit program expense, and other miscellaneous costs.

The geographic distribution of the Company's *Net sales* and *Income from operations* in the Consolidated Statements of Operations, as well as depreciation and amortization expense, are summarized in the following tables for the years ended December 31, 2018, 2017 and 2016 as well as *Accounts receivable, net, Inventories* and *Property, plant and equipment, net* on the Consolidated Balance Sheets at December 31, 2018 and 2017.

(in thousands)	2018	2017	2016
Net sales to unrelated entities:			
United States	\$ 1,728,476	\$ 1,520,026	\$ 1,505,302
LAAP	530,152	475,128	453,686
EMEA	350,754	293,700	253,487
Canada	192,944	177,251	164,570
	\$ 2,802,326	\$ 2,466,105	\$ 2,377,045

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

Segment income from operations:						
United States	\$	410,750	\$	336,797	\$	336,578
LAAP		80,967		75,922		63,927
EMEA		33,314		10,410		7,543
Canada		31,304		23,516		15,864
Total segment income from operations		556,335		446,645		423,912
Unallocated corporate expenses		(205,353)		(183,676)		(167,404)
Interest income, net		9,876		4,515		2,003
Interest expense on note payable to related party		_		(429)		(1,041)
Other non-operating expense		(141)		(321)		(572)
Income before income tax	\$	360,717	\$	266,734	\$	256,898
Depreciation and amortization expense:						
United States	\$	21,938	\$	21,256	\$	19,473
LAAP	Ψ	5,721	Ψ	6,108	Ψ	5,907
EMEA		4,260		3,791		2,920
Canada		3,076		2,746		2,787
Unallocated corporate expense		23,235		26,044		28,929
	\$	58,230	\$	59,945	\$	60,016
Accounts receivable, net:	Φ.	100.010	Ф	100 740		
United States	\$	199,018	\$	180,742		
LAAP		110,494		95,765		
EMEA		85,887		42,659		
Canada	_	53,983	_	45,696		
	\$	449,382	\$	364,862		
Inventories:						
United States	\$	328,815	\$	285,481		
LAAP		98,883		84,149		
EMEA		63,261		57,055		
Canada		30,868		31,242		
	\$	521,827	\$	457,927		
Property, plant and equipment, net:						
United States	\$	224,012	\$	206,172		
Canada		26,566		30,318		
All other countries						
		41,018		44,904		

During the fourth quarter of 2018, the Company revised its methodology for allocating certain expenses to its reportable segments to better reflect how management reviews financial information and makes operating decisions. As a result, prior year balances for segment income from operations, and depreciation and amortization expenses for each reportable segment, and unallocated corporate expenses in the table above have been reclassified to conform with the current year's presentation.

291,596

281,394

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

In addition, during the fourth quarter of 2018, the Company determined it had incorrectly allocated certain amounts of operating income to its United States segment, resulting in the overstatement of both total segment income from operations and unallocated corporate expenses by approximately \$13,300,000 and \$9,300,000 for the years ended 2017 and 2016, respectively. The Company assessed the significance of the misclassifications and concluded that they were not material to any prior periods. As a result, the United States and total segment income from operations as well as unallocated corporate expenses for 2017 and 2016 in the table above have been revised from amounts previously reported to correct the misclassifications. These corrections had no effect on the Company's Consolidated Statements of Operations.

NOTE 20—FINANCIAL INSTRUMENTS AND RISK MANAGEMENT

In the normal course of business, the Company's financial position, results of operations and cash flows are routinely subject to a variety of risks. These risks include risks associated with financial markets, primarily currency exchange rate risk and, to a lesser extent, interest rate risk and equity market risk. The Company regularly assesses these risks and has established policies and business practices designed to mitigate them. The Company does not engage in speculative trading in any financial market.

The Company actively manages the risk of changes in functional currency equivalent cash flows resulting from anticipated non-functional currency denominated purchases and sales. Subsidiaries that use European euros, Canadian dollars, Japanese yen, Chinese renminbi, or Korean won as their functional currency are primarily exposed to changes in functional currency equivalent cash flows from anticipated U.S. dollar inventory purchases. The Company's prAna subsidiary uses U.S. dollars as its functional currency and is exposed to anticipated Canadian dollar denominated sales. The Company manages these risks by using currency forward contracts formally designated and effective as cash flow hedges. Hedge effectiveness is generally determined by evaluating the ability of a hedging instrument's cumulative change in fair value to offset the cumulative change in the present value of expected cash flows on the underlying exposures. For forward contracts, forward points are excluded from the determination of hedge effectiveness and are included in current *Cost of sales* for hedges of anticipated U.S. dollar inventory purchases and in *Net sales* for hedges of anticipated Canadian dollar sales on a straight-line basis over the life of the contract. In each accounting period, any difference between the change in fair value of the forward points and the amount recognized in earnings on a straight-line basis is recognized in *Other comprehensive income* in the Consolidated Statements of Comprehensive Income. Hedge ineffectiveness was not material during the years ended December 31, 2018, 2017 and 2016.

The Company also uses currency forward contracts not formally designated as hedges to manage the consolidated currency exchange rate risk associated with the remeasurement of non-functional currency denominated monetary assets and liabilities by subsidiaries that use U.S. dollars, euros, Canadian dollars, yen, won, or renminbi as their functional currency. Non-functional currency denominated monetary assets and liabilities consist primarily of cash and cash equivalents, short-term investments, receivables, payables, deferred income taxes, and intercompany loans. The gains and losses generated on these currency forward contracts not formally designated as hedges are expected to be largely offset in *Other non-operating expense* by the gains and losses generated from the remeasurement of the non-functional currency denominated monetary assets and liabilities.

The following table presents the gross notional amount of outstanding derivative instruments:

		Decem	ber 3	r 31,	
(in thousands)		2018		2017	
Derivative instruments designated as cash flow hedges:	_				
Currency forward contracts	\$	399,348	\$	448,448	
Derivative instruments not designated as hedges:					
Currency forward contracts		379,701		231,161	

At December 31, 2018, approximately \$9,457,000 of deferred net gains on both outstanding and matured derivatives accumulated in *Other comprehensive income* are expected to be reclassified to *Net income* during the next twelve months as a result of underlying hedged transactions also being recorded in *Net sales* or *Cost of sales* in the Consolidated Statements of Operations. Actual amounts ultimately reclassified to *Net sales* or *Cost of sales* in the Consolidated Statements of Comprehensive Income are dependent on U.S. dollar exchange rates in effect against the euro, renminbi, Canadian dollar, and yen when outstanding derivative contracts mature.

At December 31, 2018, the Company's derivative contracts had a remaining maturity of less than three years. The maximum net exposure to any single counterparty, which is generally limited to the aggregate unrealized gain of all contracts with that counterparty, was less than \$7,000,000 at December 31, 2018. All of the Company's derivative counterparties have investment grade credit ratings. The Company is a party to master netting arrangements that contain features that allow counterparties to net settle amounts arising from multiple separate derivative transactions or net settle in the case of certain triggering events such as a bankruptcy or major default of one of the

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

counterparties to the transaction. The Company has not pledged assets or posted collateral as a requirement for entering into or maintaining derivative positions.

The following table presents the balance sheet classification and fair value of derivative instruments:

	Decen	nber 31,
Balance Sheet Classification	2018	2017
Prepaid expenses and other current assets	\$ 11,818	\$ 1,648
Other non-current assets	9,922	335
Accrued liabilities	47	9,336
Other long-term liabilities	1	3,820
Prepaid expenses and other current assets	1,797	683
Accrued liabilities	970	1,229
71		
	Prepaid expenses and other current assets Other non-current assets Accrued liabilities Other long-term liabilities Prepaid expenses and other current assets Accrued liabilities	Prepaid expenses and other current assets Other non-current assets Accrued liabilities 47 Other long-term liabilities 1 Prepaid expenses and other current assets 9,922 Accrued liabilities 1 Prepaid expenses and other current assets 9,797 Accrued liabilities 970

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

The following table presents the statement of operations effect and classification of derivative instruments for the years ended December 31, 2018, 2017 and 2016:

			For the Yo	ear Ended Dece	mber 31,	
(in thousands)	Statement Of Operations Classification	2018 2017		2016		
Currency Forward Contracts:						
Derivative instruments designated as cash flow hedges:						
Gain (loss) recognized in other comprehensive income, net of tax	_	\$	23,503	\$ (15,862)	\$ 58	33
Gain reclassified from accumulated other comprehensive income or loss to income for the effective portion	Net sales		62	144	11	15
Gain (loss) reclassified from accumulated other comprehensive income or loss to income for the effective portion	Cost of sales		(7,604)	1,195	(72	24)
Loss reclassified from accumulated other comprehensive income or loss to income as a result of cash flow hedge discontinuance	Cost of sales		_	_	(2	24)
Gain recognized in income for amount excluded from effectiveness testing and for the ineffective portion	Net sales		19	6		1
Gain recognized in income for amount excluded from effectiveness testing and for the ineffective portion	Cost of sales		7,009	2,843	1,24	40
Loss reclassified from accumulated other comprehensive income or loss to income as a result of cash flow hedge discontinuance	Other non-operating expense		_	(178)	_	
Derivative instruments not designated as hedges:						
Gain (loss) recognized in income	Other non-operating expense		3,334	(3,943)	2,73	39

NOTE 21—FAIR VALUE MEASURES

Certain assets and liabilities are reported at fair value on either a recurring or nonrecurring basis. Fair value is defined as an exit price, representing the amount that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants, under a three-tier fair value hierarchy that prioritizes the inputs used in measuring fair value as follows:

- Level 1 observable inputs such as quoted prices for identical assets or liabilities in active liquid markets;
- Level 2 inputs, other than the quoted market prices in active markets, that are observable, either directly or indirectly; or observable market prices in markets with insufficient volume or infrequent transactions; and
- Level 3 unobservable inputs for which there is little or no market data available, that require the reporting entity to develop its own assumptions.

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

Assets and liabilities measured at fair value on a recurring basis as of December 31, 2018 are as follows:

(in thousands)	Level 1 Level 2		Level 2 Level 3		1 Level 2 Le		Total
Assets:							
Cash equivalents:							
Money market funds	\$ 122,237	\$	_	\$	_	\$ 122,237	
U.S. Government treasury bills	_		39,952			39,952	
Available-for-sale short-term investments(1)							
U.S. Government treasury bills	_		261,602		_	261,602	
Other short-term investments:							
Mutual fund shares	1,200		_		_	1,200	
Other current assets:							
Derivative financial instruments (Note 20)	_		13,615		_	13,615	
Non-current assets:							
Money market funds	869		_		_	869	
Mutual fund shares	8,606		_		_	8,606	
Derivative financial instruments (Note 20)	_		9,922		_	9,922	
Total assets measured at fair value	\$ 132,912	\$	325,091	\$		\$ 458,003	
Liabilities:							
Accrued liabilities:							
Derivative financial instruments (Note 20)	\$ _	\$	1,017	\$	_	\$ 1,017	
Other long-term liabilities							
Derivative financial instruments (Note 20)	_		1		_	1	
Total liabilities measured at fair value	\$ _	\$	1,018	\$		\$ 1,018	

⁽¹⁾ Investments have remaining maturities of less than one year.

Assets and liabilities measured at fair value on a recurring basis at December 31, 2017 are as follows:

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

(in thousands)	Level 1	Level 2]	Level 3	Total	
Assets:						
Cash equivalents:						
Money market funds	\$ 282,860	\$ _	\$	_	\$	282,860
Time deposits	52,808	_		_		52,808
U.S. Government treasury bills	_	4,995		_		4,995
U.S. Government-backed municipal bonds	_	25,338		_		25,338
Available-for-sale short-term investments:						
U.S. Government treasury bills	_	19,963		_		19,963
U.S. Government-backed municipal bonds	_	73,582		_		73,582
Other short-term investments:						
Mutual fund shares	1,438	_		_		1,438
Other current assets:						
Derivative financial instruments (Note 20)	_	2,331		_		2,331
Non-current assets:						
Mutual fund shares	9,319	_		_		9,319
Derivative financial instruments (Note 20)	_	335		_		335
Total assets measured at fair value	\$ 346,425	\$ 126,544	\$		\$	472,969
Liabilities:						
Accrued liabilities:						
Derivative financial instruments (Note 20)	\$ _	\$ 10,565	\$	_	\$	10,565
Other long-term liabilities:						
Derivative financial instruments (Note 20)	_	3,820		_		3,820
Total liabilities measured at fair value	\$ _	\$ 14,385	\$	_	\$	14,385

Level 1 instrument valuations are obtained from real-time quotes for transactions in active exchange markets involving identical assets. Level 2 instrument valuations are obtained from inputs, other than quoted market prices in active markets, that are directly or indirectly observable in the marketplace and quoted prices in markets with limited volume or infrequent transactions.

Non-recurring Fair Value Measurements

There were no material assets and liabilities measured at fair value on a nonrecurring basis at December 31, 2018 or 2017.

NOTE 22—RELATED PARTY TRANSACTIONS

As described in Note 5, prior to January 2, 2019, the Company owned a 60% controlling interest in a joint venture formed with Swire, which is a related party. The joint venture arrangement involved Transition Services Agreements ("TSAs") with Swire, under which Swire provided administrative and information technology services to the joint venture. The joint venture incurred service fees, valued under the TSAs at Swire's cost of approximately \$202,000, \$1,006,000 and \$3,294,000 for the years ended December 31, 2018, 2017 and 2016, respectively. These fees are included in SG&A expenses on the Consolidated Statements of Operations. In addition, the joint venture paid Swire sourcing fees related to the purchase of certain inventory. These sourcing fees were capitalized into *Inventories* and charged to *Cost of sales* as the inventories were sold.

In 2014, both the Company and Swire funded long-term loans to the joint venture. In June 2017, the Company repaid these loans, including the note with Swire in the principal amount of RMB 97,600,000 (approximately US\$14,236,000). Interest expense related to this note was approximately \$429,000 and \$1,041,000 for the years ended December 31, 2017 and 2016, respectively.

As of December 31, 2018 and 2017, net payables to Swire for service fees, interest expense and miscellaneous expenses totaled approximately \$12,000 and \$89,000, respectively, and were included in *Accounts payable* in the Consolidated Balance Sheets.

In addition to the transactions described above, Swire is also a third-party distributor of the Company's brands in certain regions outside of mainland China and purchases products from the Company under the Company's standard third-party distributor terms and pricing.

The China joint venture declared a cash dividend of approximately RMB 341,347,000 (approximately US \$53,330,000 in June 2018 to stockholders of record as of June 14, 2018 and paid the dividend in the third quarter of 2018. The dividend paid to Swire was approximately RMB136,539,000 (approximately US\$21,332,000 at the date of declaration, which equated to approximately US\$19,949,000 on the date

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)

of payment). The dividend paid to the Company of approximately \$31,998,000 was eliminated in consolidation. In addition, in September 2018, the Company and Swire entered into an Equity Interest Transfer Agreement, in which the Company committed to buy out the 40% non-controlling interest in the joint venture. The buyout was subject to various terms and conditions. As part of the buyout arrangement, the Company placed approximately \$13,970,000 in an escrow account as a portion of the funds needed to complete the buyout anticipated in early 2019. The escrow account is shown as *Restricted cash* on the Consolidated Balance Sheets at December 31, 2018.

On January 2, 2019, the buyout transaction closed. Pursuant to the terms of the buyout arrangement, the escrow balance of approximately \$13,970,000 was paid to Swire. A remaining payment amount due to Swire will be determined during the first quarter of 2019, based on the final outcome of certain accounting estimates associated with the China joint venture as of December 31, 2018. As a result of the buyout, beginning with the first quarter of 2019, the consolidated financial statements of the Company will not separately reflect amounts related to the non-controlling interest.

SUPPLEMENTARY DATA—QUARTERLY FINANCIAL DATA (Unaudited)

The following table summarizes the Company's quarterly financial data for the past two years ended December 31, 2018:

2018

(in thousands, except per share amounts)	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Net sales	\$ 607,308	\$ 481,619	\$ 795,801	\$ 917,598
Gross profit	299,438	228,621	383,703	474,586
Net income attributable to Columbia Sportswear Company	45,107	9,737	100,152	113,260
Earnings per share attributable to Columbia Sportswear Company				
Basic	\$ 0.64	\$ 0.14	\$ 1.44	\$ 1.65
Diluted	0.64	0.14	1.42	1.63

2017

(in thousands, except per share amounts)	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Net sales	\$ 543,793	\$ 398,904	\$ 747,367	\$ 776,041
Gross profit	258,467	180,862	349,190	371,443
Net income (loss) attributable to Columbia Sportswear Company (1)	36,006	(11,535)	87,724	(7,072)
Earnings (loss) per share attributable to Columbia Sportswear Company				
Basic	\$ 0.52	\$ (0.17)	\$ 1.26	\$ (0.10)
Diluted	0.51	(0.17)	1.25	(0.10)

⁽¹⁾ Fourth quarter net loss included incremental provisional income tax expenses of \$95.6 million related to the effects of the TCJA. Refer to Note 11 of the Consolidated Financial Statements for further information.

Item 9. CHANGES IN AND DISAGREEMENTS WITH ACCOUNTANTS ON ACCOUNTING AND FINANCIAL DISCLOSURE

None.

Item 9A. CONTROLS AND PROCEDURES

Evaluation of Disclosure Controls and Procedures

We have evaluated, under the supervision and with the participation of our management, including our Chief Executive Officer and the Chief Financial Officer, the effectiveness of our disclosure controls and procedures as of the end of the period covered by this report pursuant to Rule 13a-15(b) under the Securities Exchange Act of 1934, as amended (the "Exchange Act"). Based on that evaluation, our chief executive officer and chief financial officer have concluded that, as of the end of the period covered by this report, our disclosure controls and procedures were effective in ensuring that information required to be disclosed in our Exchange Act reports is (1) recorded, processed, summarized, and reported in a timely manner and (2) accumulated and communicated to our management, including our chief executive officer and chief financial officer, as appropriate to allow timely decisions regarding required disclosure.

Design and Evaluation of Internal Control Over Financial Reporting

Report of Management

Our management is responsible for establishing and maintaining adequate internal control over financial reporting. All internal control systems, no matter how well designed, have inherent limitations. Therefore, even those systems determined to be effective can provide only reasonable assurance with respect to financial statement preparation and presentation.

Under the supervision and with the participation of our management, we have assessed the effectiveness of our internal control over financial reporting as of December 31, 2018. In making this assessment, we used the criteria set forth by the Committee of Sponsoring Organizations of the Treadway Commission in *Internal Control - Integrated Framework (2013)*. Based on our assessment, we believe that, as of December 31, 2018, the Company's internal control over financial reporting is effective based on those criteria.

We are implementing a global ERP system and complementary systems that support our operations and financial reporting. This implementation is occurring in phases globally over several years. With the most recent implementation in our Europe-direct operation in June 2018, we have now substantially completed the major phases of this global rollout. Each implementation phase involved change to the processes that constitute our internal control over financial reporting. Over the course of these implementations, we have taken steps to monitor and maintain effective internal control over financial reporting and continue to evaluate these controls for effectiveness.

There were no other changes in our internal control over financial reporting that occurred during the quarter ended December 31, 2018 that have materially affected, or are reasonably likely to materially affect, our internal control over financial reporting.

Our independent auditors have issued an audit report on the effectiveness of our internal control over financial reporting as of December 31, 2018, which is included herein.

Table of Contents

Report of Independent Registered Public Accounting Firm

To the Board of Directors and Shareholders Columbia Sportswear Company Portland, Oregon

Opinion on Internal Control over Financial Reporting

We have audited the internal control over financial reporting of Columbia Sportswear Company and subsidiaries (the "Company") as of December 31, 2018, based on criteria established in *Internal Control - Integrated Framework (2013)* issued by the Committee of Sponsoring Organizations of the Treadway Commission (COSO). In our opinion, the Company maintained, in all material respects, effective internal control over financial reporting as of December 31, 2018, based on criteria established in *Internal Control - Integrated Framework (2013)* issued by COSO.

We have also audited, in accordance with the standards of the Public Company Accounting Oversight Board (United States) (PCAOB), the consolidated financial statements as of and for the year ended December 31, 2018, of the Company and our report dated February 21, 2019, expressed an unqualified opinion on those financial statements.

Basis for Opinion

The Company's management is responsible for maintaining effective internal control over financial reporting and for its assessment of the effectiveness of internal control over financial reporting, included in the accompanying Report of Management. Our responsibility is to express an opinion on the Company's internal control over financial reporting based on our audit. We are a public accounting firm registered with the PCAOB and are required to be independent with respect to the Company in accordance with the U.S. federal securities laws and the applicable rules and regulations of the Securities and Exchange Commission and the PCAOB.

We conducted our audit in accordance with the standards of the PCAOB. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether effective internal control over financial reporting was maintained in all material respects. Our audit included obtaining an understanding of internal control over financial reporting, assessing the risk that a material weakness exists, testing and evaluating the design and operating effectiveness of internal control based on the assessed risk, and performing such other procedures as we considered necessary in the circumstances. We believe that our audit provides a reasonable basis for our opinion.

Definition and Limitations of Internal Control over Financial Reporting

A company's internal control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal control over financial reporting includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the company are being made only in accordance with authorizations of management and directors of the company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the company's assets that could have a material effect on the financial statements.

Because of its inherent limitations, internal control over financial reporting may not prevent or detect misstatements. Also, projections of any evaluation of effectiveness to future periods are subject to the risk that controls may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

/s/ DELOITTE & TOUCHE LLP Portland, Oregon February 21, 2019

Table of Contents

Item 9B. OTHER INFORMATION

None.

PART III

Item 10. DIRECTORS, EXECUTIVE OFFICERS AND CORPORATE GOVERNANCE

The sections of our 2019 Proxy Statement entitled "Proposal 1: Election of Directors," "Corporate Governance - Code of Business Conduct and Ethics," "Corporate Governance - Board Committees," "Corporate Governance - Director Nomination Policy," and "Section 16(a) Beneficial Ownership Reporting Compliance" are incorporated herein by reference.

Information regarding our executive officers is included in Part I under "Executive Officers of the Registrant".

Item 11. EXECUTIVE COMPENSATION

The sections of our 2019 Proxy Statement entitled "Executive Compensation," "Director Compensation," "Corporate Governance - Compensation Committee Interlocks and Insider Participation" and "Compensation Committee Report" are incorporated herein by reference.

Item 12. SECURITY OWNERSHIP OF CERTAIN BENEFICIAL OWNERS AND MANAGEMENT AND RELATED STOCKHOLDER MATTERS

The sections of our 2019 Proxy Statement entitled "Security Ownership of Certain Beneficial Owners and Management" and "Equity Compensation Plan Information" are incorporated herein by reference.

Item 13. CERTAIN RELATIONSHIPS, RELATED TRANSACTIONS AND DIRECTOR INDEPENDENCE

The sections of our 2019 Proxy Statement entitled "Corporate Governance - Certain Relationships and Related Person Transactions," "Corporate Governance - Related Person Transactions Approval Process," and "Corporate Governance - Independence" are incorporated herein by reference.

Item 14. PRINCIPAL ACCOUNTANT FEES AND SERVICES

The sections of our 2019 Proxy Statement entitled "Ratification of Selection of Independent Registered Public Accounting Firm - Principal Accountant Fees and Services" and "Pre-Approval Policy" are incorporated herein by reference.

PART IV

Item 15. EXHIBITS AND FINANCIAL STATEMENT SCHEDULES

(a)(1) and (a)(2) Financial Statements. The Financial Statements of Columbia and Supplementary Data filed as part of this Annual Report on Form 10-K are on pages 42 to 74 of this Annual Report. The financial statement schedule required to be filed by Item 8 and paragraph (b) of this Item 15 is included below.

(a)(3) See Exhibit Index below for a description of the documents that are filed as Exhibits to this Annual Report on Form 10-K or incorporated herein by reference.

Schedule II Valuation and Qualifying Accounts

(in thousands)	Bala Begii of P		Costs and		Deductions (a)		Other (b)		D	
Year Ended December 31, 2018:										
Allowance for doubtful accounts	\$	9,043	\$	3,908	\$	(1,392)	\$	(508)	\$	11,051
Allowance for sales returns and miscellaneous claims (c)		_		_		_		_		_
Year Ended December 31, 2017:										
Allowance for doubtful accounts	\$	8,556	\$	3,296	\$	(3,174)	\$	365	\$	9,043
Allowance for sales returns and miscellaneous claims		39,768		80,116		(75,066)		1,488		46,306
Year Ended December 31, 2016:										
Allowance for doubtful accounts	\$	9,928	\$	2,037	\$	(3,406)	\$	(3)	\$	8,556
Allowance for sales returns and miscellaneous claims		40,510		49,822		(50,548)		(16)		39,768
Allowance for sales returns and miscellaneous claims	,	40,510		49,822		(, ,		. ,		,

⁽a) Charges to the accounts included in this column are for the purposes for which the reserves were created.

⁽b) Amounts included in this column primarily relate to foreign currency translation.

⁽c) Refunds to customers were reclassified to Accrued liabilities due to adoption of ASC 606 on January 1, 2018 and, therefore, are no longer required to be disclosed in Schedule II.

EXHIBIT INDEX

In reviewing the agreements included as exhibits to this Annual Report on Form 10-K, please remember they are included to provide you with information regarding their terms and are not intended to provide any other factual or disclosure information about Columbia or the other parties to the agreements. The agreements may contain representations and warranties by each of the parties to the applicable agreement. These representations and warranties have been made solely for the benefit of the other party or parties to the applicable agreement and:

- should not in all instances be treated as categorical statements of fact, but rather as a means of allocating the risk to one of the parties if those statements prove to be inaccurate;
- may have been qualified by disclosures that were made to the other party or parties in connection with the negotiation of the
 applicable agreement, which disclosures are not necessarily reflected in the agreement;
- may apply standards of materiality in a manner that is different from what may be viewed as material to you or other investors;
- were made only as of the date of the applicable agreement or other date or dates that may be specified in the agreement and are subject to more recent developments.

Accordingly, these representations and warranties may not describe the actual state of affairs as of the date they were made or at any other time. Additional information about Columbia may be found elsewhere in this Annual Report on Form 10-K and Columbia's other public filings, which are available without charge through the SEC's website at http://www.sec.gov.

Exhibit No.	Exhibit Name
3.1	Third Restated Articles of Incorporation (incorporated by reference to exhibit 3.1 to the Company's Quarterly Report on Form 10-Q for the quarterly period ended March 31, 2000) (File No. 000-23939)
3.1(a)	Amendment to Third Restated Articles of Incorporation (incorporated by reference to exhibit 3.1 to the Company's Quarterly Report on Form 10-Q for the quarterly period ended June 30, 2002) (File No. 0-23939)
3.1(b)	Second Amendment to Third Restated Articles of Incorporation (incorporated by reference to exhibit 3.1 to the Company's Quarterly Report on Form 10-Q for the quarterly period ended June 30, 2018) (File No. 0-23939)
3.2	2000 Restated Bylaws, as amended (incorporated by reference to exhibit 3.2 to the Company's Quarterly Report on Form 10-Q for the quarterly period ended March 31, 2011) (File No. 000-23939)
3.2(a)	Amendment to 2000 Restated Bylaws of Columbia Sportswear Company, as amended, effective October 24, 2014 (incorporated by reference to exhibit 3.2 to the Company's Form 8-K filed on October 30, 2014) (File No. 0-23939)
3.2(b)	Amendment to 2000 Restated Bylaws of Columbia Sportswear Company, as amended, effective March 19, 2015 (incorporated by reference to exhibit 3.2 to the Company's Form 8-K filed on March 23, 2015) File No. 000-23939)
3.2.(c)	Amendment to 2000 Restated Bylaws of Columbia Sportswear Company, as amended, effective July 24, 2015 (incorporated by reference to exhibit 3.2 to the Company's Form 8-K filed on July 29, 2015) File No. 000-23939)
4.1	See Article II of Exhibit 3.1, as amended, and Article I of Exhibit 3.2, as amended.
+ 10.1	Columbia Sportswear Company 1997 Stock Incentive Plan, as amended (incorporated by reference to exhibit 10.2 to the Company's Quarterly Report on Form 10-Q for the quarterly period ended June 30, 2017) (File No. 000-23939)
† 10.2	Subscription and Shareholders' Agreement, dated August 6, 2012, by and among CSMM Hong Kong Limited, SCCH Limited, Columbia Sportswear Company and Swire Resources Limited (incorporated by reference to exhibit 10.1 of the Company's Quarterly Report on Form 10-Q for the quarterly period ended September 30, 2012) (File No. 000-23939)
10.3	Share purchase agreement, dated April 28, 2014, by and among Columbia Sportswear Company, prAna Living, LLC, the Shareholders of prAna Living, LLC and Steelpoint Capital Advisors, LLC as the shareholder representative (incorporated by reference to exhibit 10.1 to the Company's Quarterly Report on Form 10-Q for the quarterly period ended June 30, 2014) (File No. 000-23939)
+ 10.4	Employment Offer Letter from Columbia Sportswear Company to Franco Fogliato (incorporated by reference to exhibit 10.1 to the Company's Quarterly Report on Form 10-Q for the quarterly period ended September 30, 2017) (File No. 000-23939)
+ 10.5	Form of Nonstatutory Stock Option Agreement for stock options granted prior to July 20, 2006 (incorporated by reference to exhibit 10.3 to the Company's Registration Statement Filed on Form S-1 filed on December 24, 1997) (File No. 333-43199)
+ 10.5(a)	Form of Nonstatutory Stock Option Agreement for stock options granted on or after July 20, 2006 and before January 23, 2009 (incorporated by reference to exhibit 99.1 to the Company's Form 8-K filed on July 26, 2006)

Exhibit No.	Exhibit Name
+10.5(b)	Form of Nonstatutory Stock Option Agreement for stock options granted on or after January 23, 2009 (incorporated by
(1)	reference to exhibit 10.2 (e) to the Company's Annual Report on Form 10-K for the year ended December 31, 2008) (File No. 000-23939)
+ 10.5(c)	Form of Nonstatutory Stock Option Agreement for stock options granted on or after June 7, 2012 (incorporated by
	reference to exhibit 10.3 to the Company's Quarterly Report on Form 10-Q for the quarterly period ended June 30, 2012) (File No. 000-23939)
+ 10.5(d)	Form of Nonstatutory Stock Option Agreement for stock options granted on or after July 20, 2017 (incorporated by reference to exhibit 10.2(m) to the Company's Annual Report on Form 10-K for the year ended December 31, 2017)
. 10.7()	(File No. 000-23939)
+ 10.5(e)	Form of Nonstatutory Stock Option Agreement for stock options granted on or after January 24, 2019
+ 10.6	Form of Restricted Stock Unit Award Agreement for awards granted on or after January 23, 2009 (incorporated by reference to exhibit 10.2(f) to the Company's Annual Report on Form 10-K for the year ended December 31, 2008) (File No. 000-23939)
+ 10.6(a)	Form of Restricted Stock Unit Award Agreement for restricted stock units granted on or after June 7, 2012 (incorporated by reference to exhibit 10.2 to the Company's Quarterly Report on Form 10-Q for the quarterly period ended June 30, 2012) (File No. 000-23939)
+ 10.6(b)	Form of Restricted Stock Unit Award Agreement for restricted stock units granted on or after July 20, 2017 (incorporated by reference to exhibit 10.2(l) to the Company's Annual Report on Form 10-K for the year ended December 31, 2017) (File No. 000-23939)
+ 10.6(c)	Form of Restricted Stock Unit Award Agreement for restricted stock units granted on or after January 24, 2019
+ 10.7	Columbia Sportswear Company 401(k) Excess Plan (incorporated by reference to exhibit 10.2 to the Company's Quarterly Report on Form 10-Q for the quarterly period ended March 31, 2009) (File No. 000-23939)
+ 10.7(a)	Columbia Sportswear Company 401(k) Excess Plan, as amended
+ 10.8	Form of Performance-based Restricted Stock Unit Award Agreement for performance-based restricted stock units granted on or after December 17, 2013 (incorporated by reference to exhibit 10.2(1) to the Company's Annual Report on Form 10-K for the year ended December 31, 2013) (File No. 000-23939)
+ 10.8(a)	Form of Performance-based Restricted Stock Unit Award Agreement for performance-based restricted stock units granted on or after January 24, 2019
+ 10.9	Form of Long-Term Incentive Cash Award Agreement for cash awards granted on or after December 17, 2013 (incorporated by reference to exhibit 10.2(m) to the Company's Annual Report on Form 10-K for the year ended December 31, 2013) (File No. 000-23939)
+ 10.10	Long-Term Cash Incentive Plan of Columbia Sportswear Company, effective as of March 1, 2015 (incorporated by reference to exhibit 10.2(k) to the Company's Annual Report on Form 10-K for the year ended December 31, 2016) (File No. 000-23939)
+ 10.10(a)	Form of Long-Term Incentive Cash Award Agreement for cash awards granted on or after January 24, 2019
+ 10.11	Executive Incentive Compensation Plan, as amended (incorporated by reference to exhibit 10.1 to the Company's Quarterly Report on Form 10-Q for the quarterly period ended June 30, 2013) (File No. 000-23939)
+ 10.11(a)	Executive Incentive Compensation Plan, as amended (incorporated by reference to exhibit 10.3 to the Company's Quarterly Report on Form 10-Q for the quarterly period ended June 30, 2017) (File No. 000-23939)
+ 10.11(b)	Executive Incentive Compensation Plan, as amended
+ 10.12	Columbia Sportswear Company Second Amendment Change in Control Severance Plan (incorporated by reference to exhibit 10.4 to the Company's Quarterly Report on Form 10-Q for the quarterly period ended June 30, 2017) (File No. 000-23939)
10.13	Credit Agreement between the Company and Wells Fargo Bank National Association dated June 15, 2010 (incorporated by reference to the Company's Form 8-K filed on June 18, 2010) (File No. 0-23939)
10.13(a)	First Amendment to Credit Agreement between the Company and Wells Fargo Bank National Association dated December 16, 2010 (incorporated by reference to the Company's Form 8-K filed on December 17, 2010) (File No. 0-23939)
10.13(b)	Second Amendment to Credit Agreement between the Company and Wells Fargo Bank National Association dated September 20, 2011 (incorporated by reference to the Company's Form 8-K filed on September 21, 2011) (File No. 0-23939)

Exhibit No.	Exhibit Name
10.13(c)	Third amendment to Credit Agreement between the Company and Wells Fargo Bank National Association dated June
	18, 2013 (incorporated by reference to the Company's Form 8-K filed on June 19, 2013) (File No. 0-23939)
10.13(d)	Fourth amendment to Credit Agreement between the Company and Wells Fargo Bank National Association dated
	September 27, 2013 (incorporated by reference to the Company's Form 8-K filed on September 30, 2013) (File No. 0-23939)
10.13(e)	Fifth amendment to Credit Agreement dated September 26, 2014 among Columbia Sportswear Company, Wells Fargo
10.13(6)	Bank, National Association, as the administrator for the lenders and as a lender, and Bank of America, N.A., as a lender
	(incorporated by reference to the Company's Form 8-K filed on September 30, 2014) (File No. 0-23939)
10.13(f)	Sixth amendment to Credit Agreement dated August 31, 2015 among Columbia Sportswear Company, Wells Fargo
	Bank, National Association, as the administrator for the lenders and as a lender, and Bank of America, N.A., as a lender
	(incorporated by reference to the Company's Form 8-K filed on September 2, 2015) (File No. 0-23939)
10.13(g)	Seventh amendment to Credit Agreement dated September 29, 2015 among Columbia Sportswear Company, Wells Fargo Bank, National Association, as the administrator for the lenders and as a lender, and Bank of America, N.A., as a
	lender (incorporated by reference to the Company's Form 8-K filed on October 2, 2015) (File No. 0-23939)
10.13(h)	Eighth amendment to Credit Agreement effective as of June 30, 2016 among Columbia Sportswear Company, Wells
()	Fargo Bank, National Association, as the administrator for the lenders and as a lender, and Bank of America, N.A., as a
	lender (incorporated by reference to the Company's Form 8-K filed on August 2, 2016) (File No. 0-23939)
10.13(i)	Ninth amendment to Credit Agreement dated May 26, 2017 among Columbia Sportswear Company, Wells Fargo Bank,
	National Association, as the administrator for the lenders and as a lender, and Bank of America, N.A., as a lender
* 10.14	(incorporated by reference to the Company's Form 8-K filed on May 30, 2017) (File No. 0-23939) Form of Indemnity Agreement for Directors (incorporated by reference to exhibit 10.17 to the Company's Registration
10.14	Statement Filed on Form S-1 filed on December 24, 1997) (File No. 333-43199)
+ 10.14(a)	Form of Indemnity Agreement for Directors and Executive Officers (incorporated by reference to exhibit 10.23 to the
	Company's Annual Report on Form 10-K for the year ended December 31, 2004)
+ 10.15	1999 Employee Stock Purchase Plan, as amended (incorporated by reference to exhibit 10.21 to the Company's Annual
21.1	Report on Form 10-K for the year ended December 31, 2001) (File No. 000-23939)
21.1	Subsidiaries of the Company
23.1	Consent of Deloitte & Touche LLP
31.1	Rule 13a-14(a) Certification of Timothy P. Boyle, President and Chief Executive Officer
31.2	Rule 13a-14(a) Certification of Jim A. Swanson, Senior Vice President and Chief Financial Officer
32.1	Section 1350 Certification of Timothy P. Boyle, President and Chief Executive Officer
32.2	Section 1350 Certification of Jim A. Swanson, Senior Vice President and Chief Financial Officer
101.INS	XBRL Instance Document
101.SCH	XBRL Taxonomy Extension Schema Document
101.CAL	XBRL Taxonomy Extension Calculation Linkbase Document
101.DEF	XBRL Taxonomy Extension Definition Linkbase Document
101.LAB	XBRL Taxonomy Extension Label Linkbase Document
101.PRE	XBRL Taxonomy Extension Presentation Linkbase Document

H Management Contract or Compensatory

Plan

* Incorporated by reference to the Company's Registration Statement on Form S-1 (Reg. No. 333-43199).

[†] Confidential treatment has been granted for certain portions omitted from this exhibit pursuant to Rule 24b-2 under the Securities Exchange Act of 1934, as amended. Confidential portions of this exhibit have been separately filed with the Securities and Exchange Commission.

SIGNATURES

Pursuant to the requirements of Section 13 or 15(d) of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

	Senior Vice President, Chief Financial Officer							
Jim A. Swanson								
By:	/s/ JIM A. SWANSON							
Colui	MBIA SPORTSWEAR COMPANY							

Date: February 21, 2019

Pursuant to the requirements of the Securities Exchange Act of 1934, this report has been signed below by the following persons on behalf of the registrant and in the capacities and on the date indicated.

	<u>Signatures</u>	<u>Title</u>
/s/	TIMOTHY P. BOYLE	President, Chief Executive Officer and Director (Principal
	Timothy P. Boyle	Executive Officer)
/s/	JIM A. SWANSON	Senior Vice President, Chief Financial Officer (Duly Authorized
	Jim A. Swanson	Officer and Principal Financial and Accounting Officer)
/s/	GERTRUDE BOYLE	Chairman of the Board of Directors
	Gertrude Boyle	
/s/	SARAH A. BANY	Director
	Sarah A. Bany	
/s/	EDWARD S. GEORGE	Director
	Edward S. George	
/s/	MURREY R. ALBERS	Director
	Murrey R. Albers	
/s/	WALTER T. KLENZ	Director
	Walter T. Klenz	
/s/	STEPHEN E. BABSON	Director
	Stephen E. Babson	
/s/	ANDY D. BRYANT	Director
	Andy D. Bryant	
/s/	RONALD E. NELSON	Director
	Ronald E. Nelson	
/s/	MALIA H. WASSON	Director
	Malia H. Wasson	
/s/	SABRINA L. SIMMONS	Director
	Sabrina L. Simmons	

Date: February 21, 2019

LONG-TERM INCENTIVE CASH AWARD AGREEMENT

This **Long-Term Incentive Cash Award Agreement** (the "**Agreement**") is entered into as of _____ (the "**Award Date**") by and between Columbia Sportswear Company, an Oregon corporation (the "**Company**"), and _____ (the "**Recipient**").

The Award is made pursuant to Section 9 of the 1997 Stock Incentive Plan, as amended (the "Plan") and the Recipient desires to accept the award subject to the terms and conditions of this Agreement.

IN CONSIDERATION of the mutual covenants and agreements set forth in this Agreement, the parties agree to the following.

- **1. Award**. The Company awards to the Recipient under the Plan a Long-Term Incentive Cash Award with a target amount of _____ (the "Award"), subject to forfeiture or increase as provided in <u>Section 1(c)</u> of this Agreement and to the restrictions, terms and conditions set forth in this Agreement.
- (a) Rights under Award. The Award represents the unfunded, unsecured right to require the Company to deliver to the Recipient a payment in cash as provided in this Agreement. The amount of cash deliverable with respect to the Award is subject to adjustment as provided in Section 1(c) of this Agreement.
- (b) Vesting Date. The Award shall initially be 100% unvested and subject to forfeiture. The portion of the Award not forfeited pursuant to Section 1(c) of this Agreement shall vest on the date (the "Vesting Date") on which the Compensation Committee of the Board of Directors (the "Compensation Committee") confirms the Cumulative Operating Income and Average ROIC, as defined below (collectively, the "Performance Results"), for the Performance Period, as defined below; provided, however, that to the extent the Recipient has not been employed by the Company continuously from the Award Date to the Vesting Date, any portion of the Award not forfeited pursuant to Section 1(c) of this Agreement shall vest on the Vesting Date with respect to a prorated amount calculated based on Recipient's days of continuous employment from the beginning of the Performance Period through the date Recipient's employment terminated. If the Vesting Date falls on a weekend or any other day on which the Nasdaq Stock Market ("NSM") or any national securities exchange on which the Common Stock then is principally traded (the "Exchange") is not open, affected portions of the Award shall vest on the next following NSM or Exchange business day, as the case may be.

(c) Adjustment of Award.

- (1) Forfeiture of Award on Termination of Service. If the Recipient ceases to be an employee of the Company prior to the Vesting Date, and such termination of employment is not due to the Recipient's retirement, disability or death on any date that is after the later of (i) the second anniversary of the first day of the applicable Performance Period and (ii) the Recipient's retirement eligibility date (a "Qualified Termination"), the Recipient shall immediately forfeit the Award pursuant to this Agreement and the Recipient shall have no right to receive the related cash payment. Absence on leave approved by the Company (or, if the Recipient is an executive officer of the Company, by the Board of Directors), shall not be deemed a termination or interruption of employment or service. Unless otherwise determined by the Company or the Board of Directors in its sole discretion, (i) vesting of Award shall continue during a medical, family or military leave of absence, whether paid or unpaid, and (ii) vesting of Award shall be suspended during, and the amount of the cash payment deliverable at the Vesting Date shall be proportionately reduced as a result of, any other unpaid leave of absence. In the event of a Recipient's Qualified Termination, the Recipient's Award shall not be immediately forfeited and shall instead be eligible to vest on a prorated basis as provided in Section 1(b) of this Agreement. For purposes of this Agreement, "retirement" shall have the same meaning as provided in the applicable policy maintained by the Company or the Employer for the benefit of the Recipient or, in the absence of such policy, as determined by the Board in its discretion in accordance with applicable law.
- (2) Forfeiture of Award on Violation of Code of Business Conduct and Ethics. Recipient acknowledges that compliance with the Company's Code of Business Conduct and Ethics is a condition to the receipt and vesting of the Award. If, during the term of this Agreement, the Board of Directors (or a committee of directors designated by the Board of Directors) determines in good faith that the Recipient's conduct is or has been in violation of the Company's Code of Business Conduct and Ethics, then the Board of Directors or committee may cause the Recipient to immediately forfeit all or a portion of the unvested Award granted pursuant to this Agreement and the Recipient shall have no right to receive the related cash payment.

(3) Forfeiture	or Increase of Award Based on	n Performance.	For the period beginning _	and ending	_(the
"Performance Period"), the Awa	ard shall be adjusted as follows.				

(i) 50% of the Award (the "**Operating Income Component**") is subject to increase or forfeiture (and if forfeited the Recipient shall have no right to receive the related cash payment) based on the Cumulative Operating Income of the Company in the Performance Period, as defined below. The Operating Income Component will be adjusted by multiplying it by the "Payout as a % of Target" percentage set forth in the table below. If results are between data points, the percentage of the Award payable shall be determined by interpolation between data points.

	50% Weighting - OI					
Cum. Op. Inc.	Payout as a % of Target					
<\$	<%	%				
\$	%	%				
\$	%	%				
\$	%	%				
\$	%	%				
\$	%	%				
\$	%	%				
\$	%	0%				

"Cumulative Operating Income" means the sum of the annual income from operations for each of the fiscal years in the Performance Period as set forth in the audited consolidated financial statements of the Company, excluding the following items (collectively, the "Excluded Effects"), for the Performance Period:

(ii) 50% of the Award (the "**ROIC Component**") is subject to increase or forfeiture (and if forfeited the Recipient shall have no right to receive the related cash payment) based on the Average ROIC of the Company in the Performance Period, as defined below. The ROIC Component will be adjusted by multiplying it by the "Payout as a % of Target" percentage set forth in the table below. If results are between data points, the percentage of the Award payable shall be determined by interpolation between data points.

50% Weighting - ROIC					
Cum. Op. Inc. Goal as % of Plan Payout as a % of T					
<\$	<%	%			
\$	%	%			
\$	%	%			
\$	%	%			
\$	%	%			
\$	%	%			
\$	%	%			
\$	%	%			

"Average ROIC" means the average annual percentage return on invested capital in the Performance Period, excluding the Excluded Effects. The return on invested capital is calculated as follows.

ROIC	=	(net operating profit after taxes)
		(average total assets) - (average excess cash) -
		(average non-interest-bearing current liabilities)

The sum of the Award adjustments calculated in (i) and (ii) above will represent the final payout result under the Award.

Notwithstanding the foregoing, the Compensation Committee may, in its sole discretion, disregard all or any part of any Excluded Effects when determining the Performance Results for the Performance Period.

- (d) Restrictions on Transfer and Delivery on Death. The Recipient may not sell, transfer, assign, pledge or otherwise encumber or dispose of the Award subject to this Agreement. If the Recipient dies before the delivery date, the shares will be delivered to the Recipient's estate.
- (e) Payment. As soon as practicable following the Vesting Date, <u>provided</u> that the Recipient has completed, signed and returned any documents and taken any additional action the Company deems appropriate, the Company shall pay in cash the amount represented by the vested portion of the Award to the Recipient. In the in the event of the Recipient's death or total disability, the cash payment will be made to the Recipient's beneficiary or executor.

Notwithstanding the foregoing, a delivery date may be delayed in order to provide the Company such time as it determines appropriate to determine tax withholding and other administrative matters; provided, however, that in any event the cash payment shall be made not later than the later to occur of the date that is 2 1/2 months from the end of (i) the Recipient's tax year that includes the Vesting Date, or (ii) the Company's tax year that includes the Vesting Date.

(f) Taxes and Tax Withholding.

- (i) The Recipient acknowledges that under United States federal tax laws in effect on the Award Date, the Recipient will have taxable compensation income at the time of vesting based on the amount of the cash payment made to the Recipient pursuant to the Award. The Recipient shall be responsible for all taxes imposed in connection with the Award, regardless of any action the Company takes with respect to any tax withholding obligations that arise in connection with the Award. The Company makes no representation or undertaking regarding the adequacy of any tax withholding in connection with the grant or vesting of the Award.
- (ii) The Company shall deduct from any and all cash payments pursuant to the Award all domestic or foreign income, employment or other tax withholding obligation, whether national, federal, state or local (the "Tax Withholding Obligation"), arising as a result of any grant, vesting or payment of cash pursuant to this Award, in amounts determined by the Company.
- (g) No Solicitation. The Recipient agrees that for 18 months after the Recipient's employment with the Company terminates for any reason, with or without cause, whether by the Company or the Recipient, the Recipient shall not recruit, attempt to hire, solicit, or assist others in recruiting or hiring, any person who is an employee of the Company, or any of its subsidiaries. In addition to other remedies that may be available to the Company, the Recipient shall pay to the Company in cash, upon demand, the net value of any cash payment made under this Agreement if the Recipient violates this Section 1(g).
- (h) Not a Contract of Employment. This Agreement shall not be construed as a contract of employment between the Company and the Recipient and nothing contained in this Agreement or in the Plan shall confer upon the Recipient any right to be continued in the employment of the Company or any subsidiary or to interfere in any way with the right of the Company or any subsidiary by whom the Recipient is employed to terminate the Recipient's employment at any time for any reason, with or without cause, or to decrease the Recipient's compensation or benefits.

2. Miscellaneous.

- (a) Entire Agreement. This Agreement constitutes the entire agreement of the parties with regard to the subjects hereof.
- (b) Interpretation of the Plan and the Agreement. The Board of Directors, or a committee of the Board of Directors responsible for administering the Plan (the "Administrator"), shall have the sole authority to interpret the provisions of this Agreement and the Plan, and all determinations by it shall be final and conclusive.
 - (c) Section 409A. The Award made pursuant to this Agreement is intended not to constitute a "nonqualified deferred

compensation plan" within the meaning of Section 409A the Internal Revenue Code of 1986, as amended, and instead is intended to be exempt from the application of Section 409A. To the extent that the Award is nevertheless deemed to be subject to Section 409A, the Award shall be interpreted in accordance with Section 409A and Treasury regulations and other interpretive guidance issued thereunder, including without limitation any such regulations or other guidance issued after the grant of the Award. Notwithstanding any provision of the Award to the contrary, in the event that the Administrator determines that the Award is or may be subject to Section 409A, the Administrator may adopt such amendments to the Award or adopt other policies and procedures (including amendments, policies and procedures with retroactive effect), or take any other actions, that the Administrator determines are necessary or appropriate to (i) exempt the Award from the application of Section 409A or preserve the intended tax treatment of the benefits provided with respect to the Award, or (ii) comply with the requirements of Section 409A.

- (d) *Electronic Delivery*. The Recipient consents to the electronic delivery of any prospectus and any other documents relating to this Award in lieu of mailing or other form of delivery.
- (e) Rights and Benefits. The rights and benefits of this Agreement shall inure to the benefit of and be enforceable by the Company's successors and assigns and, subject to the restrictions on transfer of this Agreement, be binding upon the Recipient's heirs, executors, administrators, successors and assigns.
- (f) Further Action. The parties agree to execute such further instruments and to take such further action as may reasonably be necessary to carry out the intent of this Agreement.
- (g) Governing Law, Venue and Jurisdiction; Attorneys' Fees. This Agreement and the Plan will be interpreted under the laws of the state of Oregon, exclusive of choice of law rules. Venue and jurisdiction will be in the state or federal courts in Washington County, Oregon, and nowhere else. In the event either party institutes litigation hereunder, the prevailing party shall be entitled to reasonable attorneys' fees to be set by the trial court and, upon any appeal, the appellate court.
- (h) Consent to Transfer Personal Data. By signing this Agreement, the Recipient voluntarily acknowledges and consents to the collection, use, processing and transfer of personal data as described in this paragraph. The Recipient is not obliged to consent to such collection, use, processing and transfer of personal data. However, failure to provide the consent may affect the Recipient's ability to participate in the Plan. The Company and its subsidiaries hold certain personal information about the Recipient, including name, home address and telephone number, date of birth, social security number or other employee identification number, salary, nationality, job title, any shares of stock or directorships held in the Company, details of all entitlement to shares of stock awarded, canceled, purchased, vested, unvested or outstanding in the Recipient's favor, for the purpose of managing and administering the Plan ("Data"). The Company and/or its subsidiaries will transfer Data amongst themselves as necessary for the purpose of implementation, administration and management of the Plan, and the Company and/or any of its subsidiaries may each further transfer Data to any third parties assisting the Company in the implementation, administration and management of the Plan. These recipients may be located in the European Economic Area, or elsewhere throughout the world, including the United States. The Recipient authorizes such recipients to receive, possess, use, retain and transfer the Data, in electronic or other form, for the purposes of implementing, administering and managing the Recipient's participation in the Plan, including any requisite transfer of such Data as may be required for the administration of the Plan and/or the subsequent holding of shares of stock on the Recipient's behalf to a broker or other third party with whom the Recipient may elect to deposit any shares of stock acquired pursuant to the Plan. The Recipient may, at any time, review Data, require any necessary amendments to it or withdraw the consents herein in writing by contacting the Company; however, withdrawing consent may affect the Recipient's ability to participate in the
- (i) Acknowledgment of Discretionary Nature of the Plan; No Vested Rights. The Recipient acknowledges and agrees that the Plan is discretionary in nature and limited in duration, and may be amended, cancelled, or terminated by the Company, in its sole discretion, at any time. The Award under the Plan is a one-time benefit and does not create any contractual or other right to receive a grant of another award or benefits in lieu of another award in the future. Future awards, if any, will be at the sole discretion of the Company, including, but not limited to, the timing of any award, the type and amount of any award and vesting provisions.
- (j) Character of Award. Participation in the Plan is voluntary. The value of the Award is an extraordinary item of compensation outside the scope of the Recipient's employment contract, if any. As such, the Award is not part of normal or expected compensation for purposes of calculating any severance, resignation, redundancy, end of service payments, bonuses, long-service awards, pension, or retirement benefits or similar payments.
 - (k) Recovery Policy. Notwithstanding any other provision of this Agreement to the contrary and to the extent applicable to the

Recipient, the Recipient acknowledges and agrees that any cash payment received by the Recipient under this Award may be subject to potential cancellation, recoupment, rescission, payback or other action in accordance with the terms of the Columbia Sportswear Company Incentive Compensation Recovery Policy (the "Recovery Policy") as in effect on the Award Date (and to the extent applicable to the Recipient, a copy of which has been made available to the Recipient) and as may be amended from time to time in order to comply with changes in laws, rules or regulations that are applicable to such Award and shares of Common Stock. As a condition to the grant of this Award, to the extent applicable, the Recipient expressly agrees and consents to the Company's application, implementation and enforcement of (a) the Recovery Policy and (b) any provision of applicable law relating to cancellation, recoupment, rescission or payback of compensation. Further, the Recipient expressly agrees that the Company may take such actions as are necessary or appropriate to effectuate the Recovery Policy (as applicable to the Recipient) or applicable law without further consent or action being required by the Recipient. For purposes of the foregoing and as a condition to the grant of this Award, the Recipient expressly and explicitly authorizes the Company to issue instructions, on the Recipient's behalf, to any third party broker/administrator engaged by the Company for purposes of administering awards granted under the Plan to re-convey, transfer or otherwise return such shares and/or other amounts to the Company. To the extent that the terms of this Agreement and the Recovery Policy conflict, the terms of the Recovery Policy shall prevail.

(m) Counterparts. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original.

COLUMBIA SPORTSWEAR COMPANY			
Ву:			
RECIPIENT			
By:			

Columbia Sportswear Company Executive Incentive Compensation Plan

Article 1

Name of Plan. The name of the Plan shall be the Columbia Sportswear Company Executive Incentive Compensation Plan (the Plan).

Article 2

Effective Date of Plan. The effective date of the Plan shall be January 1, 1999. The Plan shall be subject to the approval of a majority of the shareholders of Columbia Sportswear Co. (the Company) at the first annual shareholders meeting to be held after the effective date. No payments will be made under the Plan unless and until such approval is obtained.

Article 3

<u>Purpose of Plan.</u> The purpose of this Plan is to provide an incentive to key executive officers of the Company who contribute to its success by offering an opportunity to such persons to earn compensation in addition to their salaries, based upon company success.

Article 4

Administration of Plan. The Plan shall be administered by the Compensation Committee (the Committee) of the Board of Directors (the Board) of the Company. The Committee shall have the full power and authority to administer the Plan. In applying and interpreting the provisions of the Plan, the decisions of the Committee shall be final.

Article 5

<u>Eligibility.</u> The Committee shall determine the key executive officers of the Company who shall participate in the Plan for any fiscal year as soon as practicable following the beginning thereof, but no later than 90 days after the beginning of the year. Such determination shall be in writing and shall be communicated to eligible executives as soon as practicable.

Article 6

Performance Goals. From time to time, the Committee shall establish performance goals based on one or more targeted levels of performance with respect to "performance criteria" with respect to the Company or any business unit as reported or calculated by the Company, which may include but is not limited to, one or more of the following: revenues, sales, earnings, or earnings per share, or the growth of Company revenues, sales earnings, earnings per share, book value per share, stock price appreciation, total shareholder return (stock price increase plus dividends), return on equity, return on assets, return on invested capital, working capital, market or economic value added, operating income (including or excluding depreciation, amortization, unusual or infrequently occurring items, restructuring charges or other expenses), operating margins, inventories, inventory turns, debt, debt plus equity, cost control, strategic initiatives, market share, net income, improvements in capital structure, cash flows (including, but not limited to, operating cash flow, free cash flow or cash flow return on capital). The performance goals to be applied for any calendar year shall be determined by the Committee within the time period prescribed by, and shall otherwise comply with the requirements of, Section 162(m) of the U.S. Internal Revenue Code (the Code), or any successor provision thereto, and the regulations thereunder. Each eligible executive's bonus shall be determined, in such manner as the Committee shall prescribe, by the extent to which the Company attains these performance goals. The specific performance goals to which each eligible executive's bonus is tied shall be at the discretion of the Committee. The audited financial statements of the Company will be used to measure all financial goals, where applicable. The Committee shall have the discretion to include or exclude any (i) asset write downs, (ii)

litigation or claim judgments or settlements, (iii) the effect of changes in tax laws, accounting principles, or other laws or provisions affecting reported results, (iv) any reorganization and restructuring programs, (v) unusual or infrequently occurring extraordinary nonrecurring items as described in Accounting Standards Codification Subtopic 225 20 and/or in Management's Discussion and Analysis of Financial Condition and Results of Operations appearing in the Company's annual report to shareholders for the applicable year, (vi) acquisitions or divestitures, (vii) foreign exchange gains and losses, and (viii) gains and losses on asset sales, however, any decision to include or exclude such items or to adjust performance goals shall be made by the Committee at or prior to the time the Committee establishes performance goals for the calendar year as prescribed above in this Article 6.

Article 7

Amount of Target Bonus. Upon determining that an executive is eligible to participate in the Plan, the Committee shall determine a target bonus for such executive. The target bonus shall be stated as a percentage of the eligible executive's base salary.

After the end of the year, the Committee shall determine the extent to which the Company has reached the performance goals established for the eligible executives. The Committee shall have the discretion to reduce the amount payable to any participant for a calendar year by up to 100% based upon factors which it determines, in its discretion, warrant such reduction.

Notwithstanding any other provision of the Plan, the maximum amount payable to any participant under the Plan for a calendar year will not exceed \$4 million.

Article 8

<u>Time of Payment.</u> Payments will be made as soon as practicable after the Committee has certified the amounts payable under the Plan based upon audited financial results of the Company for the calendar year. No payments will be made under the Plan in respect of any calendar year unless the predetermined performance goals have been satisfied.

Article 9

Term of Plan. The Plan shall remain in effect until terminated by the Board.

Article 10

Separation. In case of separation from the Company due to death, disability, or retirement an individual or his or her beneficiaries shall receive a bonus, which is prorated for the period of time that the eligible executive was employed by the Company during the year in which the eligible employee died, became disabled or retired. Retirement shall have the same meaning a provided in the applicable policy maintained by the Company or, in absence of such policy, as determined by the Committee in its discretion in accordance with applicable law. The amount of such payment shall be determined and payable after the end of such year. In case of separation from the Company for any other reason, an eligible executive shall not be entitled to a bonus under this Plan for the year in which the separation occurs.

Article 11

Amendment of the Plan. The Board shall have the power to amend or terminate this Plan, in whole or in part, at any time, except that the Board shall not have the right to change the performance goals established by the Committee under Article 6, above. The Plan shall not create any rights of future participation in any employee. No person eligible to receive a bonus under this Plan shall have any rights to pledge, assign, or otherwise dispose of any unpaid portion of such bonus.

Article 12

Section 409A of the Code. The Plan and bonus awards granted under the Plan are intended to be exempt from the requirements of Section 409A of the Code to the maximum extent possible, whether pursuant to the short term deferral exception described in Treasury Regulation Section 1.409A 1(b)(4) or otherwise. To the extent Section 409A is applicable to the Plan or any bonus award granted under the Plan, it is intended that the Plan and such awards granted under the Plan comply with the deferral, payout and other limitations and restrictions imposed under Section 409A. Notwithstanding any other provision of the Plan or any bonus award granted under the Plan to the contrary, the Plan and any bonus award granted under the Plan shall be interpreted, operated and administered in a manner consistent with such intentions. Without limiting the generality of the foregoing, and notwithstanding any other provision of the Plan or any bonus award granted under the Plan to the contrary, with respect to any payments and benefits under the Plan or any bonus award granted under the Plan to which Section 409A applies, all references in the Plan or any bonus award granted under the Plan to the termination of the participant's employment or service are intended to mean the participant's "separation from service," within the meaning of Section 409A(a)(2)(A)(i). In addition, if the participant is a "specified employee," within the meaning of Section 409, then to the extent necessary to avoid subjecting the participant to the imposition of any additional tax under Section 409A, amounts that would otherwise be payable under the Plan or any bonus award granted under the Plan during the six month period immediately following the participant's "separation from service," within the meaning of Section 409A(a)(2)(A)(i), shall not be paid to the participant during such period, but shall instead be accumulated and paid to the participant (or, in the event of the participant's death, the participant's estate) in a lump sum on the first business day after the earlier of the date that is six months following the participant's separation from service or the participant's death. Notwithstanding any other provision of the Plan to the contrary, the Board of Directors, to the extent it deems necessary or advisable in its sole discretion, reserves the right, but shall not be required, to unilaterally amend or modify the Plan and any bonus award granted under the Plan so that the award qualifies for exemption from or complies with Section 409A; provided, however, that the Board of Directors makes no representations that bonus awards granted under the Plan shall be exempt from or comply with Section 409A and makes no undertaking to preclude Section 409A from applying to bonus awards granted under the Plan.

Article 13

Recovery of Incentive Compensation. Notwithstanding any other provision of the Plan to the contrary and to the maximum extent allowed by law, bonus awards granted under the Plan shall be subject to the Company's current incentive compensation recovery policy, if any, as it may be amended from time to time, and any other compensation recovery policies as may be adopted from time to time by the Company to comply with applicable law and/or stock exchange requirements, or otherwise, to the extent determined by the Committee in its discretion to be applicable to an executive participating in the Plan.

AWARD AGREEMENT FOR GRANT OF NON-QUALIFIED STOCK OPTIONS PURSUANT TO THE COLUMBIA SPORTSWEAR COMPANY 1997 STOCK INCENTIVE PLAN, AS AMENDED

COLUMBITOI ORIOWEAR COMPANY 1777 OTOCK II (CEI)	TIVE TERM () 715 MINERALE	
This Award Agreement (the " <u>Agreement</u> ") is entered into as of (the Sportswear Company, an Oregon corporation (the " <u>Company</u> "), and (the " <u>Sportswear Company</u> ") to purchase all and any part of shares of the Company Stock") at a purchase price of per share (the " <u>Exercise Price</u> ") pursuant to Sect 1997 Stock Incentive Plan, as Amended (the " <u>Plan</u> "). The Option is not intended to Section 422A of the Internal Revenue Code of 1986, as amended (the " <u>Code</u> "). Coshall have the same meaning as provided in the Plan. In the event of a conflict between the provisions of the Plan shall govern. For purposes of this Agreement and to the by the Company, " <u>Employer</u> " shall mean the subsidiary or branch of the Company date.	Optionee"), for the award (the "Awany's common stock, no par value ion 6 of the Columbia Sportswear be an Incentive Stock Option, as apitalized terms used herein but not this Agreement and the terms of extent the Optionee is not directly	vard") of a ("Common Company defined in not defined of the Plan, employed
IN CONSIDERATION of the mutual covenants and agreements set forth following.	in this Agreement, the parties ag	gree to the
1 . Award and Terms of the Option . The Option awarded pursuant to terms, conditions and restrictions:	this Agreement is subject to the	following
(a) Rights under Option. The Option represents an unfunded, unso specified number of shares of Common Stock at the Exercise Price on the applical The number of shares of Common Stock subject to the Option is subject to adjustm as determined by the Board of Directors of the Company (the "Board") as to the upon any merger, reorganization, consolidation, recapitalization, stock dividend structure affecting the Common Stock generally. The other terms and condition Agreement also may be amended by the Board as it determines in its sole discretion the foregoing events.	ole vesting date (as set forth in Section 10 of the number and kind of shares of stock spin-off or other change in the change in the change in the of the Option awarded pursual states.	etion 1(b)). e Plan and ek issuable corporate ant to this
(b) Vesting Dates. The Option awarded under this Agreement in forfeiture. Subject to the terms of this Agreement and provided that the Option Company or the Employer from the Award Date until the applicable vesting date (1) of this Agreement), and provided further that as of the Award Date the Option shall vest commencing on the Award Date and shall become exercisable pursuant to on:	ee remains continuously employed except as otherwise provided in Se lee is not eligible for retirement, the	d with the ection 1(d) he Option
Vesting Date	Percentage of Option Vesting	

In the event that as of the Award Date the Optionee is eligible for retirement, the Option shall vest commencing on the Award Date and shall become exercisable pursuant to the following vesting schedule commencing on:

Vesting Date	Percentage of Option Vesting

For purposes of this Agreement, "retirement" shall have the same meaning as provided in the applicable policy maintained by the Company or the Employer for the benefit of the Optionee or, in the absence of such policy, as determined by the Board in its discretion in accordance with applicable law.

(c) *Expiration of Option*. Subject to earlier termination and forfeiture as described in Section 1(d), the Option will expire and will cease to be exercisable on the 10th anniversary of the Award Date (the "Expiration Date").

(d) Forfeiture of Option.

(1) Forfeiture Upon Retirement, Death or Total Disability. If the Optionee ceases to be continuously employed by the Company or the Employer by reason of the Optionee's retirement, the Optionee shall cease to vest in the Option as of the Termination Date (as defined in Section 1(d)(2)), and the unvested portion of the Option shall be forfeited on the Termination Date. If the Optionee ceases to be continuously employed by the Company or the Employer by reason of the Optionee's death or disability, effective immediately prior to the Termination Date the Optionee shall vest in a prorated portion of the Option calculated based on the days of the Optionee's continuous service completed during the vesting period in which the Termination Date occurs, and the remaining unvested portion of the Option shall be forfeited on the Termination Date. If the Optionee ceases to be continuously employed by the Company or the Employer by reason of the Optionee's retirement, death or total disability, the vested portion of the Option (including any portion that vested on an accelerated basis in connection with the Optionee's death or total disability) may be exercised at any time prior to the earlier of the Expiration Date or the first anniversary of the Termination Date. If the Optionee's employment or service is terminated by death, the Option shall be exercisable only by the person or persons to whom the Optionee's rights under the Option pass by the Optionee's will or by the laws of descent and distribution of the Optionee's country of residence at the time of death. For purposes of the foregoing, "total disability" shall have the same meaning as provided in any long term disability policy maintained by the Company or the Employer for the benefit of the Optionee or, in the absence of such policy, as determined by the Board in its discretion in accordance with applicable law.

(2) <u>Forfeiture Upon Termination of Service Other Than Retirement, Death or Total Disability.</u> If the Optionee ceases to be continuously employed by the Company or the Employer for any reason other than retirement, death or total disability, the Optionee shall cease to vest in the Option as of the Termination Date and the vested portion the Option may be exercised at any time prior to the earlier of the Expiration Date or the expiration of 90 days after the Termination Date. If the Optionee is a resident

of or employed in the United States, "Termination Date" shall mean the effective date of the Optionee's termination of employment with the Company or the Employer. If the Optionee is a resident or employed outside of the United States, "Termination Date" shall mean the earliest of (i) the date on which notice of termination is provided to the Optionee, (ii) the last day of the Optionee's active and continuous service with the Company or the Employer, or (iii) the last day on which the Optionee is classified as an "employee" of the Company or the Employer, as determined in each case without including any required advance notice period and irrespective of the status of the termination under local labor or employment laws.

For purposes of the foregoing, any leave of absence approved by the Company or the Employer (or, if the Optionee is an executive officer of the Company, by the Board), shall not be deemed a termination of the Optionee's continuous employment and, unless otherwise determined by the Company or the Board in its sole discretion, (i) the Optionee shall continue to vest in the Option during a medical, family, military or other leave of absence protected under applicable law, whether paid or unpaid, and (ii) the Optionee's continued vesting in the Option shall be suspended during any other approved leave of absence greater than 30 days (except as otherwise prohibited under local law).

(3) Forfeiture Upon Violation of Code of Business Conduct and Ethics The Optionee acknowledges that compliance with the Company's Code of Business Conduct and Ethics is a condition to the receipt, vesting and exercise of the Option and the issuance of shares of Common Stock upon purchase pursuant to the Option. If, during the term of this Agreement, the Board (or a committee of directors designated by the Board) determines in good faith in its sole discretion that the Optionee's conduct is or has been in violation of the Company's Code of Business Conduct and Ethics, then the Board or committee may cause the Optionee to immediately forfeit all or a portion of the unvested or vested and unexercised Option granted pursuant to this Agreement and the Optionee shall have no right to purchase the related shares of Common Stock. Any determinations of violations of the Company's Code of Business Conduct and Ethics will be considered conclusive and binding on the Optionee. If the President of the Company reasonably believes that the Optionee has violated the Code of Business Conduct and Ethics and that the Board or its committee should consider the termination of the Option, the President may temporarily suspend the Optionee's right to exercise the Option, for a period of up to 45 days, in order for the Board or its committee to make a determination about Optionee's conduct and the potential termination of the Option.

(e) Method of Exercise of Option.

shall provide notice of exercise in such form and such manner as may be designated by the Company (which may be electronic) to the Company stating the Optionee's intention to exercise the Option, specifying the number of shares of Common Stock as to which the Optionee desires to exercise the Option and the date on which the Optionee desires to complete the purchase. Delivering a notice of intent to exercise by itself does not constitute exercise of the Option; the Optionee must also deliver payment of the Exercise Price for the shares of Common Stock set forth in the notice of intent to exercise together with such additional documents as the Company may then require. The Option shall not be deemed to have been exercised (i.e., the exercise date shall not be deemed to have occurred) until the notice of such exercise and payment in full of the Exercise Price are provided. For purposes of the foregoing, if the exercise date falls on a weekend or any other day on which The NASDAQ Stock Market LLC ("NASDAQ") or any national securities exchange on which the Common Stock then is principally traded (the "Exchange") is closed for trading, the applicable portion of the Option shall be exercised on the first following day that NASDAQ or the Exchange is open for trading.

(2) Unless the Board determines otherwise in its sole discretion, on or before the date specified for completion of the purchase of shares of Common Stock pursuant to the Option, the

Optionee shall pay the Company the Exercise Price of such shares of Common Stock pursuant to one of the following methods of exercise:

- (i) cash payment;
- (ii) by delivery of a sufficient number of whole shares of Common Stock the Optionee already owned for a period of at least six (6) months having a market value equal to the Exercise Price;
- (iii) by authorizing the sale of a sufficient number of whole shares of Common Stock that otherwise would be deliverable upon the exercise of the Option having a market value equal to the Exercise Price; or
- (iv) via a broker-assisted cashless exercise procedure through a broker-dealer approved for such purposes of the Company.

In cases where the Optionee utilizes the "sell to cover" arrangement set forth in 2(iii) above and the market value of the number of whole shares of Common Stock sold is greater than the aggregate Exercise Price, the Company or the third party broker/administrator engaged by the Company for purposes of administering awards granted under the Plan (the "TPA") shall make a cash payment to the Optionee equal to the difference as soon as administratively practicable.

(f) Settlement of Exercised Option. As soon as reasonably practicable following each exercise date, provided that the Optionee has satisfied its tax withholding obligations as specified under Section 1(j) and the Optionee has completed, signed and returned any documents and taken any additional action the Company deems appropriate, the Company shall deposit the shares of Common Stock acquired pursuant to the Option into the Optionee's brokerage account established with a TPA (the date of deposit of such shares is referenced as an "issuance date"), rounded to the nearest whole share (or otherwise deliver the shares to the Optionee). No fractional shares of Common Stock shall be issued. The shares of Common Stock will be issued in the Optionee's name.

Notwithstanding the foregoing, (i) the Company shall not be obligated to deposit or otherwise deliver any shares of Common Stock during any period when the Company determines that the exercise of the Option or the issuance of shares of Common Stock in settlement of the Option hereunder would violate any federal, state, foreign or other applicable laws and may issue shares of Common Stock with any restrictive legend that, as determined by the Company, is necessary to comply with securities laws or other regulatory requirements, and (ii) an issuance date may be delayed in order to provide the Company such time as it determines appropriate to determine tax withholding and other administrative matters; provided, however, that in any event the shares of Common Stock shall be issued no later than the later to occur of the date that is 2 1/2 months from the end of (i) the Optionee's tax year that includes the applicable exercise date.

Furthermore, notwithstanding the foregoing, the Company may, in its sole discretion, settle the Option in the form of: (i) a cash payment to the extent settlement in shares of Common Stock (1) is prohibited under local laws, rules and regulations, (2) would require the Optionee, the Company or the Employer to obtain the approval of any governmental and/or regulatory body in the Optionee's country of residence (and country of employment, if different), or (3) is administratively burdensome; or (ii) shares of Common Stock, but require the Optionee to immediately sell such shares (in which case, as a condition of the award of the Option, the Optionee hereby explicitly authorizes the Company to issue sales instructions in relation to such shares on the Optionee's behalf).

- (g) Nontransferability. The Optionee may not sell, transfer, assign, pledge or otherwise encumber or dispose of the Option subject to this Agreement. If the Optionee purports to make any transfer of the Option, except as provided herein, the Option and all rights thereunder immediately shall terminate and be forfeited by the Optionee.
- (h) Repatriation and Compliance with Local Laws. If the Optionee is a resident or employed outside of the United States, the Optionee agrees, as a condition of the award of the Option, to repatriate all payments attributable to the shares of Common Stock and/or cash acquired under the Plan (including, but not limited to, dividends and any proceeds derived from the sale of the shares of Common Stock acquired pursuant to the Option) if required by and in accordance with local foreign exchange rules and regulations in the Optionee's country of residence (and country of employment, if different). In addition, the Optionee also agrees to take any and all actions, and consents to any and all actions taken by the Company or the Employer as may be required to allow the Company or the Employer to comply with local laws, rules and regulations in the Optionee's country of residence (and country of employment, if different). Finally, the Optionee agrees to take any and all actions as may be required to comply with the Optionee's personal legal and tax obligations under local laws, rules and regulations in the Optionee's country of residence (and country of employment, if different).
- (i) Age Discrimination. If the Optionee is a resident and/or employed in a country that is a member of the European Union, the grant of the Option and the Agreement are intended to comply with the age discrimination provisions of the EU Equal Treatment Framework Directive, as implemented into local law (the "Age Discrimination Rules"). To the extent that a court or tribunal of competent jurisdiction determines that any provision of the Agreement is invalid or unenforceable, in whole or in part, under the Age Discrimination Rules, the Company, in its sole discretion, shall have the power and authority to revise or strike such provision to the minimum extent necessary to make it valid and enforceable to the full extent permitted under local law.

(j) Tax Matters.

- Employer take with respect to any or all income tax (including U.S. federal, state and local taxes or non-U.S. taxes), social insurance, payroll tax, payment on account or other tax-related withholding ("Tax-Related Items"), the Optionee acknowledges that the ultimate liability for all Tax-Related Items legally due by the Optionee is and remains the Optionee's responsibility and that the Company and the Employer (i) make no representations or undertakings regarding the treatment of any Tax-Related Items in connection with any aspect of the Option, including the grant of the Option, the vesting of the Option, the exercise of the Option, the subsequent sale of any shares of Common Stock acquired pursuant to the Option and the receipt of any dividends, and (ii) do not commit to structure the terms of the award or any aspect of the Option to reduce or eliminate the Optionee's liability for Tax-Related Items. Further, the Optionee acknowledges that if the Optionee becomes subject to taxation in more than one country between the Award Date and the date of any relevant taxable or tax withholding event, as applicable, the Company and/or the Employer (or former employer, as applicable) may be required to withhold or account for Tax-Related Items in more than one country.
- (2) <u>Withholding in Shares or Cash</u>. Prior to the issuance of shares of Common Stock upon the exercise of the Option, if the Optionee's country of residence (and/or the country of employment, if different) requires withholding of Tax-Related Items, the Company may withhold a number of whole shares of Common Stock otherwise issuable to the Optionee upon exercise of the Option to satisfy all or any portion of any withholding obligations for Tax-Related Items. The number of whole shares of Common

Stock withheld shall have an aggregate market value sufficient to pay the Tax-Related Items required to be withheld with respect to the shares of Common Stock. The cash equivalent of the shares of Common Stock withheld will be used to settle the obligation to withhold the Tax-Related Items. In the event that withholding in shares of Common Stock is prohibited or problematic under applicable laws or otherwise may trigger adverse consequences to the Company or the Employer, the Company or the Employer may withhold the Tax-Related Items required to be withheld in cash from the Optionee's regular salary and/or wages or any other amounts payable to the Optionee. In the event the withholding requirements for Tax-Related Items are not satisfied through the withholding of shares of Common Stock or through the Optionee's regular salary and/or wages or other amounts payable to the Optionee, no shares of Common Stock will be issued to the Optionee's estate) upon exercise of the Option unless and until satisfactory arrangements (as determined by the Company) have been made by the Optionee with respect to the payment of any Tax-Related Items that the Company or the Employer determines, in its sole discretion, must be withheld or collected with respect to such portion of the Option. By accepting this Option, the Optionee expressly consents to the withholding of shares of Common Stock and/or withholding from the Optionee's regular salary and/or wages or other amounts payable to the Optionee as provided for hereunder. All other Tax-Related Items related to the Option and any shares of Common Stock issued in settlement thereof shall be the Optionee's sole responsibility. Depending on the withholding method, the Company or the Employer may withhold or account for Tax-Related Items by considering applicable statutory withholding rates or other applicable withholding rates, including maximum applicable rates. If the withholding obligation for Tax-Related Items is satisfied by withholding in shares of Common Stock, the Optionee shall be deemed to have been issued the full number of shares of Common Stock subject to the exercised portion of the Option, notwithstanding that a number of the shares of Common Stock are held back solely for the purpose of paying the Tax-Related Items.

- (3) <u>Code Section 409A</u>. If the Optionee is subject to taxation in the United States, the Award is not intended to constitute a "nonqualified deferred compensation plan" within the meaning of Code Section 409A and instead is intended to be exempt from the application of Code Section 409A. To the extent that the Award is nevertheless deemed to be subject to Code Section 409A, the Award shall be interpreted in accordance with Code Section 409A and Treasury regulations and other interpretive guidance issued thereunder, including without limitation any such regulations or other guidance issued after the grant of the Award. Notwithstanding any provision of the Award to the contrary, in the event that the Administrator determines that the Award is or may be subject to Code Section 409A, the Administrator may adopt such amendments to the Award or adopt other policies and procedures (including amendments, policies and procedures with retroactive effect), or take any other actions, that the Administrator determines are necessary or appropriate at the Administrator's sole discretion and without the Optionee's consent to (i) exempt the Award from the application of Code Section 409A or preserve the intended tax treatment of the benefits provided with respect to the Award, or (ii) comply with the requirements of Code Section 409A.
- (k) No Solicitation. The Optionee agrees that for 18 months (or such lesser period as permitted under applicable local law) after the Optionee's employment with the Company or the Employer terminates for any reason, with or without cause, whether by the Company or the Employer or the Optionee, the Optionee shall not recruit, attempt to hire, solicit, or assist others in recruiting or hiring, any person who is an employee of the Company, the Employer or any subsidiaries of the Company. In addition to other remedies that may be available, the Optionee shall pay to the Company in cash, upon demand, the net value of any shares of Common Stock, valued as of the exercise date, issued under this Agreement if the Optionee violates this Section 1(k).
- (1) Not a Contract of Employment. This Agreement shall not be construed as a contract of employment between the Company and the Optionee and nothing contained in this Agreement or in the Plan shall confer upon the Optionee any right to be in the continued employment of the Company or any

subsidiary or to interfere in any way with the right of the Company or any subsidiary by whom the Optionee is employed to terminate the Optionee's employment at any time for any reason, with or without cause, or to decrease the Optionee's compensation or benefits.

2. Miscellaneous.

- (a) Entire Agreement. This Agreement constitutes the entire agreement of the parties with regard to the subjects hereof.
- (b) Interpretation of the Plan and the Agreement. The Board, or a committee of the Board responsible for administering the Plan (the "Administrator"), shall have the sole authority to interpret the provisions of this Agreement and the Plan, and all determinations by it shall be final and conclusive.

(c) [Reserved].

- (d) Market Value. "Market Value" as of a particular date shall mean (i) the closing sales price per share of Common Stock as reported by the NASDAQ on that date, or (ii) if the shares of Common Stock are not listed or admitted to trading on the NASDAQ, the closing price on the national securities exchange on which such stock is principally traded on that date, or (iii) if the shares of Common Stock are not then listed on the NASDAQ or on another national securities exchange, the average of the highest reported bid and lowest reported asked prices for the shares of Common Stock on that date or (iv) if the shares of Common Stock are not then listed on any securities exchange and prices therefor are not then reported, such value as determined in good faith by the Board (or any duly authorized committee thereof) as of that date.
- (e) Electronic Delivery. The Company may, in its sole discretion, deliver any documents related to the Award or other awards granted to the Optionee under the Plan by electronic means. The Optionee hereby consents to receive such documents by electronic issuance and agrees to participate in the Plan through an on-line or electronic system established and maintained by the Company or a third party designated by the Company.
- (f) *Rights and Benefits*. The rights and benefits of this Agreement shall inure to the benefit of and be enforceable by the Company's successors and assigns and, subject to the restrictions on transfer of this Agreement, be binding upon the Optionee's heirs, executors, administrators, successors and assigns.
- (g) Further Action. The parties agree to execute such further instruments and to take such further action as may reasonably be necessary to carry out the intent of this Agreement.
- (h) Governing Law, Venue and Jurisdiction; Attorneys' Fees. This Agreement and the Plan will be interpreted under the laws of the state of Oregon, exclusive of choice of law rules. Venue and jurisdiction will be in the state or federal courts in Washington County, Oregon, and nowhere else. In the event either party institutes litigation hereunder, the prevailing party shall be entitled to reasonable attorneys' fees to be set by the trial court and, upon any appeal, the appellate court.

(i) Consent to Transfer Personal Data.

Pursuant to applicable personal data protection laws, the Company and the Employer hereby notify the Optionee of the following in relation to the Optionee's personal data and the collection, processing and transfer of such data in relation to the Company's grant of this Award and the Optionee's participation in the Plan. The collection, processing and transfer of the Optionee's personal data is necessary

for the Company's administration of the Plan and the Optionee's participation in the Plan, and the Optionee's denial and/or objection to the collection, processing and transfer of personal data may affect the Optionee's participation in the Plan. As such, the Optionee voluntarily acknowledges and consents (where required under applicable law) to the collection, use, processing and transfer of personal data as described in this Section.

The Company and the Employer hold certain personal information about the Optionee, including (but not limited to) the Optionee's name, home address and telephone number, date of birth, social security number or other employee identification number (e.g., resident registration number), email address, salary, nationality, job title, any shares of Common Stock or directorships held in the Company, details of all Options or any other entitlement to shares of Common Stock awarded, canceled, purchased, vested, unvested or outstanding in the Optionee's favor, for the purpose of managing and administering the Plan ("Data"). The Data may be provided by the Optionee or collected, where lawful, from third parties, and the Company and the Employer will process the Data for the exclusive purpose of implementing, administering and managing the Optionee's participation in the Plan. The Data processing will take place through electronic and non-electronic means according to logics and procedures strictly correlated to the purposes for which Data are collected and with confidentiality and security provisions as set forth by applicable laws and regulations in the Optionee's country of residence. Data processing operations will be performed minimizing the use of personal and identification data when such information is unnecessary for the processing purposes sought. The Data will be accessible within the Company's organization only by those persons requiring access for purposes of the implementation, administration and operation of the Plan and for the Optionee's participation in the Plan.

The Company and the Employer will transfer Data as necessary for the purpose of implementation, administration and management of the Optionee's participation in the Plan, and the Company and the Employer may each further transfer Data to any third parties assisting the Company in the implementation, administration and management of the Plan. These recipients may be located in the European Economic Area, the United States, or elsewhere throughout the world. The Optionee hereby authorizes (where required under applicable law) them to receive, possess, use, retain and transfer the Data, in electronic or other form, for purposes of implementing, administering and managing the Optionee's participation in the Plan, including any requisite transfer of such Data as may be required for the administration of the Plan and/or the subsequent holding of shares of Common Stock on the Optionee's behalf by the TPA.

The Optionee may, at any time, exercise his or her rights provided under applicable personal data protection laws, which may include the right to (i) obtain confirmation as to the existence of the Data, (ii) verify the content, origin and accuracy of the Data, (iii) request the integration, update, amendment, deletion, or blockage (for breach of applicable laws) of the Data, and (iv) oppose, for legal reasons, the collection, processing or transfer of the Data which is not necessary or required for the implementation, administration and/or operation of the Plan and the Optionee's participation in the Plan. The Optionee may seek to exercise these rights by contacting the HR manager of the Company or the Employer or the Company's Human Resources Department.

(j) Acknowledgement of Discretionary Nature of the Plan; No Vested Rights. The Optionee acknowledges and agrees that the Plan is discretionary in nature and limited in duration, and may be amended, cancelled, or terminated by the Company, in its sole discretion, at any time. The Award of the Option under the Plan is a one-time benefit and does not create any contractual or other right to receive a grant of an Option or benefits in lieu of an Option in the future. Future awards, if any, will be at the sole discretion of the Company, including, but not limited to, the timing of any award, the number of shares of Common Stock that can be purchased pursuant to the Option and vesting as well as exercise provisions. Any

amendment, modification or termination of the Plan shall not constitute a change or impairment of the terms and conditions of the Optionee's employment with the Company or the Employer.

- (k) Character of Award. Participation in the Plan is voluntary. The value of the Award and any other awards granted under the Plan is an extraordinary item of compensation outside the scope of the Optionee's employment (and the Optionee's employment contract, if any). Any grant under the Plan, including the Award, is not part of normal or expected compensation for purposes of calculating any severance, resignation, redundancy, end of service payments, bonuses, long-service awards, pension, or retirement benefits or similar payments
- Optionee's country of residence (and country of employment, if different). The Company has not submitted any registration statement, prospectus or other filing with the local securities authorities (unless otherwise required under local law). No employee of the Company is permitted to advise the Optionee on whether the Optionee should acquire shares of Common Stock under the Plan or provide the Optionee with any legal, tax or financial advice with respect to the grant of the Option. The acquisition of shares of Common Stock involves certain risks, and the Optionee should carefully consider all risk factors and tax considerations relevant to the acquisition of shares of Common Stock under the Plan and the disposition of them. Further, the Optionee should carefully review all materials related to the Option and the Plan, and should consult with the Optionee's personal legal, tax and financial advisors for professional advice in relation to the Optionee's personal circumstances.
- (m) Insider Trading/Market Abuse Laws. The Optionee acknowledges that, depending on the Optionee's country of residence (and country of employment, if different), the Optionee may be subject to insider trading restrictions and/or market abuse laws which may affect the Optionee's ability to acquire or sell shares of Common Stock or rights to shares of Common Stock (e.g., Options) under the Plan during such times as the Optionee is considered to have "inside information" regarding the Company (as determined under the laws in the Optionee's country of residence and/or employment). Any restrictions under these laws or regulations are separate from and in addition to any restrictions that may be imposed under any applicable insider trading policy of the Company. The Optionee expressly acknowledges that it is the Optionee's personal responsibility to comply with any applicable restrictions.
- (n) Validity and Enforceability; Severability. The invalidity or unenforceability of any provision of the Plan or the Agreement shall not affect the validity or enforceability of any other provision of the Plan or the Agreement. The provisions of this Agreement are severable and if any one or more provisions are determined to be illegal or otherwise unenforceable, in whole or in part, the remaining provisions shall nevertheless be binding and enforceable. Alternatively, the Company, in its sole discretion, shall have the power and authority to revise or strike such provision to the minimum extent necessary to render it valid and enforceable to the full extent permitted under applicable law.
- (o) English Version to Control. If the Optionee is a resident outside of the United States, the Optionee acknowledges and agrees that it is the Optionee's express intent that the Agreement, the Plan and all other documents, notices and legal proceedings entered into, given or instituted pursuant to the Award be drawn up in English. If the Optionee has received the Agreement, the Plan or any other documents related to the Award translated into a language other than English and the meaning of the translated version is different than the English version, the English version will control.
- (p) *Addendum*. Notwithstanding any provisions of the Agreement to the contrary, the Award shall be subject to any special terms and conditions for the Optionee's country of residence (and country of employment, if different) set forth in an addendum to the Agreement (an "Addendum"). Further,

if the Optionee transfers residence and/or employment to another country reflected in an Addendum to the Agreement at the time of transfer, the special terms and conditions for such country will apply to the Optionee to the extent the Company determines, in its sole discretion, that the application of such special terms and conditions is necessary or advisable in order to comply with local law, rules and regulations or to facilitate the operation and administration of the Award and the Plan (or the Company may establish alternative terms and conditions as may be necessary or advisable to accommodate the Optionee's transfer). In all circumstances, any applicable Addendum shall constitute part of the Agreement.

- (q) Other Requirements. The Company reserves the right to impose other requirements on the Award, any shares of Common Stock acquired pursuant to the Option and the Optionee's participation in the Plan to the extent the Company determines, in its sole discretion, that such other requirements are necessary or advisable in order to comply with local law, rules and regulations or to facilitate the operation and administration of the Award and the Plan. Such requirements may include (but are not limited to) requiring the Optionee to sign any agreements or undertakings that may be necessary to accomplish the foregoing.
- (r) Recovery Policy. Notwithstanding any other provision of this Agreement to the contrary and to the extent applicable to the Optionee, the Optionee acknowledges and agrees that the Optionee's Option, any shares of Common Stock acquired pursuant thereto and/or any amount received with respect to any sale of such shares may be subject to potential cancellation, recoupment, rescission, payback or other action in accordance with the terms of the Columbia Sportswear Company Incentive Compensation Recovery Policy (the "Recovery Policy") as in effect on the Award Date (and to the extent applicable to the Optionee, a copy of which has been made available to the Optionee) and as may be amended from time to time in order to comply with changes in laws, rules or regulations that are applicable to such Award and shares of Common Stock. As a condition to the grant of the Option, to the extent applicable, the Optionee expressly agrees and consents to the Company's application, implementation and enforcement of (a) the Recovery Policy and (b) any provision of applicable law relating to cancellation, recoupment, rescission or payback of compensation. Further, the Optionee expressly agrees that the Company may take such actions as are necessary or appropriate to effectuate the Recovery Policy (as applicable to the Optionee) or applicable law without further consent or action being required by the Optionee. For purposes of the foregoing and as a condition to the grant of the Option, the Optionee expressly and explicitly authorizes the Company to issue instructions, on the Optionee's behalf, to any TPA to re-convey, transfer or otherwise return such shares and/or other amounts to the Company. To the extent that the terms of this Agreement and the Recovery Policy conflict, the terms of the Recovery Policy shall prevail.
- (s) Acceptance. By accepting the grant of the Award, the Optionee acknowledges that the Optionee has read the Agreement, the Addendum to the Agreement (as applicable) and the Plan, and specifically accepts and agrees to the provisions therein.

This Award of the Option is subject to the Optionee's on-line acceptance of the terms and conditions of this Agreement through the E*TRADE web portal. By accepting the terms and conditions of this Agreement, the Optionee acknowledges receipt of a copy of the Plan, the U.S. Prospectus for the Plan, and the local country tax supplement to the U.S. Prospectus for the Plan (the "Award Information"). The Optionee represents that the Optionee is familiar with the terms and provisions of the Award Information and hereby accepts this Award on the terms and conditions set forth herein and in the Plan, and acknowledges that the Optionee had the opportunity to obtain independent legal, investment and tax advice at the Optionee's personal expense prior to accepting this Award.

COLUMBIA SPORTSWEAR COMPANY

ADDENDUM TO AWARD AGREEMENT FOR GRANT OF NON-QUALIFIED STOCK OPTIONS PURSUANT TO THE COLUMBIA SPORTSWEAR COMPANY 1997 STOCK INCENTIVE PLAN, AS AMENDED

In addition to the terms of the Columbia Sportswear Company 1997 Stock Incentive Plan, as amended (the "Plan") and the Award Agreement for the Grant of Non-Qualified Stock Options Pursuant to the Columbia Sportswear Company 1997 Stock Incentive Plan, as amended (the "Agreement"), the Option is subject to the following additional terms and conditions as set forth in this addendum to the extent the Optionee resides and/or is employed in one of the countries reflected herein (the "Addendum"). Capitalized terms used herein without definition shall have the same meaning as assigned to such terms in the Plan and the Agreement. To the extent the Optionee transfers residence and/or employment to another country, the special terms and conditions for such country as reflected in this Addendum (if any) will apply to the Optionee to the extent the Company determines, in its sole discretion, that the application of such terms and conditions is necessary or advisable in order to comply with local laws, rules and regulations, or to facilitate the operation and administration of the Option and the Plan (or the Company may establish alternative terms and conditions as may be necessary or advisable to accommodate the Optionee's transfer).

Canada

- 1. <u>No Payment of Exercise Price with Existing Shares.</u> Notwithstanding Section 1(e)(2)(ii) of the Agreement, the Optionee shall not be permitted to pay the Exercise Price by delivering existing shares of Common Stock that the Optionee already owns at the time of exercise.
- 2. <u>Securities Law Information</u>. The Optionee is permitted to sell shares of Common Stock acquired under the Plan through the TPA, if any, provided the resale of shares of Common Stock acquired under the Plan takes place outside Canada through the facilities of a stock exchange on which the shares of Common Stock are listed.

Hong Kong

- 1. <u>Lapse of Restrictions</u>. If, for any reason, shares of Common Stock are issued to the Optionee within six (6) months of the Award Date, the Optionee agrees that the Optionee will not sell or otherwise dispose of any such shares of Common Stock prior to the six (6) month anniversary of the Award Date.
- 2 . <u>IMPORTANT NOTICE</u>. WARNING: The contents of the Agreement, the Addendum, the Plan, and all other materials pertaining to the Option and/or the Plan have not been reviewed by any regulatory authority in Hong Kong. The Optionee is hereby advised to exercise caution in relation to the offer thereunder. If the Optionee has any doubts about any of the contents of the aforesaid materials, the Optionee should obtain independent professional advice.
- 3. <u>Nature of the Plan</u>. The Company specifically intends that the Plan will not be treated as an occupational retirement scheme for purposes of the Occupational Retirement Schemes Ordinance ("<u>ORSO</u>"). To the extent any court, tribunal or legal/regulatory body in Hong Kong determines that the Plan constitutes an occupational retirement scheme for the purposes of ORSO, the grant of the Option shall be null and void.

4 .	Award Benefits A	re Not Wages.	The Option and	the shares o	f Common	Stock st	ubject to	the Option	do not	form
part of the O	optionee's wages for	r the purposes of	f calculating any	statutory or	contractual	paymen	ts under I	Hong Kong	law.	

Japan

None.

South Korea

1. <u>Consent to Collection, Processing and Transfer of Personal Data</u>. By electronically accepting the Agreement, the Optionee agrees to the collection, use, processing and transfer of Data as described in Section 2(i) of the Agreement; and the Optionee agrees to the processing of the Optionee's unique identifying information (resident registration number) as described in Section 2(i) of the Agreement.

Switzerland

1. <u>Securities Law Information</u>. The grant of the Option is considered a private offering and therefore is not subject to registration in Switzerland. Neither this document nor any other materials relating to the Option (a) constitutes a prospectus as such term is understood pursuant to article 652a of the Swiss Code of Obligations, (b) may be publicly distributed nor otherwise made publicly available in Switzerland, and (c) has been or will be filed with, approved or supervised by any Swiss regulatory authority (in particular, the Swiss Financial Market Supervisory Authority).

Taiwan

1. <u>Securities Law Information</u>. The grant of the Option and the shares of Common Stock to be issued pursuant to the Plan are available only for employees of the Company or any parent or subsidiary of the Company. The grant of the Option is not a public offer of securities by a Taiwanese company.

AWARD AGREEMENT FOR GRANT OF RESTRICTED STOCK UNITS PURSUANT TO THE COLUMBIA SPORTSWEAR COMPANY 1997 STOCK INCENTIVE PLAN, AS AMENDED

This Award Agreement (the "<u>Agreement</u>") is entered into as of _____ (the "<u>Award Date</u>") by and between Columbia Sportswear Company, an Oregon corporation (the "<u>Company</u>"), and (the "<u>Recipient</u>"), for the award (the "<u>Award</u>") of ____ restricted stock units (individually, an "<u>RSU</u>" or collectively, "<u>RSUs</u>") with respect to shares of the Company's common stock, no par value ("<u>Common Stock</u>") pursuant to Section 7 of the Columbia Sportswear Company 1997 Stock Incentive Plan, as Amended (the "<u>Plan</u>"). Capitalized terms used herein but not defined shall have the same meaning as provided in the Plan. In the event of a conflict between this Agreement and the terms of the Plan, the provisions of the Plan shall govern. For purposes of this Agreement and to the extent the Recipient is not directly employed by the Company, "<u>Employer</u>" shall mean the subsidiary or branch of the Company that employs the Recipient on the applicable date.

IN CONSIDERATION of the mutual covenants and agreements set forth in this Agreement, the parties agree to the following.

- 1. Award and Terms of RSUs. The RSUs awarded pursuant to this Agreement are subject to the following terms, conditions and restrictions:
- (a) Rights under RSUs. Each RSU represents an unfunded, unsecured right to receive one (1) share of Common Stock on the applicable vesting date (as set forth in Section 1(b)). The number of shares of Common Stock issuable with respect to each RSU is subject to adjustment as provided in Section 10 of the Plan and as determined by the Board of Directors of the Company (the "Board") as to the number and kind of shares of stock issuable upon any merger, reorganization, consolidation, recapitalization, stock dividend, spin-off or other change in the corporate structure affecting the Common Stock generally. The other terms and conditions of the RSUs awarded pursuant to this Agreement also may be amended by the Board as it determines in its sole discretion as may be necessary or appropriate to reflect the foregoing events.
- (b) Vesting Dates. The RSUs awarded under this Agreement initially shall be 100% unvested and subject to forfeiture. Subject to the terms of this Agreement and provided that the Recipient remains continuously employed with the Company or the Employer from the Award Date until the applicable vesting date, and provided further that as of the Award Date the Recipient is not eligible for retirement, the RSUs shall vest and the Company shall issue the Recipient one share of Common Stock for each vested RSU pursuant to the following vesting schedule:

Vesting Date	Percentage of RSUs Vesting

In the event that as of the Award Date the Recipient is eligible for retirement, the RSUs shall vest commencing on the Award Date and shall vest and the Company shall issue the Recipient one share of Common Stock for each vested RSU pursuant to the following vesting schedule:

1

Vesting Date	Percentage of RSUs Vesting

For purposes of this Agreement, "retirement" shall have the same meaning as provided in the applicable policy maintained by the Company or the Employer for the benefit of the Recipient or, in the absence of such policy, as determined by the Board in its discretion in accordance with applicable law.

For purposes of the foregoing, if a vesting date falls on a weekend or any other day on which The NASDAQ Stock Market LLC ("NASDAQ") or any national securities exchange on which the Common Stock then is principally traded (the 'Exchange'') is closed for trading, the applicable RSUs shall vest on the first following day that NASDAQ or the Exchange is open for trading.

(c) Accelerated Vesting Upon Death or Total Disability. If the Recipient ceases to be continuously employed by the Company or the Employer by reason of the Recipient's death or total disability, all outstanding and unvested RSUs immediately shall become vested and shall be settled pursuant to Section 1(g). For purposes of the foregoing, "total disability" shall have the same meaning as provided in any long term disability policy maintained by the Company or the Employer for the benefit of the Recipient or, in the absence of such policy, as determined by the Board in its discretion in accordance with applicable law.

(d) Forfeiture of RSUs.

(1) Forfeiture Upon Termination of Service. If the Recipient ceases to be continuously employed by the Company or the Employer for any reason other than death or total disability, the Recipient immediately shall forfeit all outstanding and unvested RSUs and shall have no right to receive the underlying shares of Common Stock as of the Recipient's Termination Date. If the Recipient is a resident of or employed in the United States, "Termination Date" shall mean the effective date of the Recipient's termination of employment with the Company or the Employer. If the Recipient is a resident or employed outside of the United States, "Termination Date" shall mean the earliest of (i) the date on which notice of termination is provided to the Recipient, (ii) the last day of the Recipient's active and continuous service with the Company or the Employer, or (iii) the last day on which the Recipient is classified as an "employee" of the Company or the Employer, as determined in each case without including any required advance notice period and irrespective of the status of the termination under local labor or employment laws.

For purposes of the foregoing, any leave of absence approved by the Company or the Employer (or, if the Recipient is an executive officer of the Company, by the Board), shall not be deemed a termination of the Recipient's continuous employment and, unless otherwise determined by the Company or the Board in its sole discretion, (i) the Recipient shall continue to vest in the RSUs during a medical, family, military or other leave of absence protected under applicable law, whether paid or unpaid, and (ii) the Recipient's continued

vesting in the RSUs shall be suspended during any other approved leave of absence greater than 30 days (except as otherwise prohibited under local law).

- (2) Forfeiture Upon Violation of Code of Business Conduct and Ethics The Recipient acknowledges that compliance with the Company's Code of Business Conduct and Ethics is a condition to the receipt and vesting of the RSUs and the issuance of shares of Common Stock pursuant to the RSUs. If, during the term of this Agreement, the Board (or a committee of directors designated by the Board) determines in good faith in its sole discretion that the Recipient's conduct is or has been in violation of the Company's Code of Business Conduct and Ethics, then the Board or committee may cause the Recipient to immediately forfeit all or a portion of the unvested RSUs granted pursuant to this Agreement and the Recipient shall have no right to receive the related shares of Common Stock. Any determinations of violations of the Company's Code of Business Conduct and Ethics will be considered conclusive and binding on the Recipient.
- (e) *Nontransferability*. The Recipient may not sell, transfer, assign, pledge or otherwise encumber or dispose of the RSUs subject to this Agreement. If the Recipient purports to make any transfer of the RSUs, except as provided herein, the RSUs and all rights thereunder immediately shall terminate and be forfeited by the Recipient.
- (f) Voting Rights and Dividend Equivalents. The Recipient shall have no rights as a shareholder with respect to the RSUs or the shares of Common Stock underlying the RSUs until the vesting date for the relevant RSUs. The Recipient will not be entitled to receive a cash payment equal to any cash dividends paid with respect to the shares of Common Stock underlying the RSUs awarded under this Agreement that are declared prior to the particular vesting date for the relevant RSUs.
- (g) Settlement of Vested RSUs. As soon as reasonably practicable following each vesting date (including any accelerated vesting date pursuant to Section 1(c)), provided that the Recipient has satisfied its tax withholding obligations as specified under Section 1(j) and the Recipient has completed, signed and returned any documents and taken any additional action the Company deems appropriate, the Company shall deposit the shares of Common Stock represented by vested RSUs into the Recipient's brokerage account established with a third party broker/administrator engaged by the Company for purposes of administering awards granted under the Plan (the "TPA" and the date of deposit of such shares is referred to as an "issuance date"), rounded to the nearest whole share (or otherwise deliver the shares to the Recipient). No fractional shares of Common Stock shall be issued. The shares of Common Stock will be issued in the Recipient's name.

Notwithstanding the foregoing, (i) the Company shall not be obligated to vest, deposit or otherwise deliver any shares of Common Stock during any period when the Company determines that the conversion of an RSU or the issuance of shares of Common Stock in settlement of an RSU hereunder would violate any federal, state, foreign or other applicable laws and may issue shares of Common Stock with any restrictive legend that, as determined by the Company, is necessary to comply with securities laws or other regulatory requirements, and (ii) an issuance date may be delayed in order to provide the Company such time as it determines appropriate to determine tax withholding and other administrative matters; provided, however, that in any event the shares of Common Stock shall be issued no later than the later to occur of the date that is 2 1/2 months from the end of (i) the Recipient's tax year that includes the applicable vesting date.

Furthermore, notwithstanding the foregoing, the Company may, in its sole discretion, settle the RSUs in the form of: (i) a cash payment to the extent settlement in shares of Common Stock (1) is prohibited under local

laws, rules and regulations, (2) would require the Recipient, the Company or the Employer to obtain the approval of any governmental and/or regulatory body in the Recipient's country of residence (and country of employment, if different), or (3) is administratively burdensome; or (ii) shares of Common Stock, but require the Recipient to immediately sell such shares (in which case, as a condition of the award of the RSUs, the Recipient hereby explicitly authorizes the Company to issue sales instructions in relation to such shares on the Recipient's behalf).

- (h) Repatriation and Compliance with Local Laws. If the Recipient is a resident or employed outside of the United States, the Recipient agrees, as a condition of the award of the RSUs, to repatriate all payments attributable to the shares of Common Stock and/or cash acquired under the Plan (including, but not limited to, dividends, dividend equivalents and any proceeds derived from the sale of the shares of Common Stock acquired pursuant to the RSUs) if required by and in accordance with local foreign exchange rules and regulations in the Recipient's country of residence (and country of employment, if different). In addition, the Recipient also agrees to take any and all actions, and consents to any and all actions taken by the Company or the Employer as may be required to allow the Company or the Employer to comply with local laws, rules and regulations in the Recipient's country of residence (and country of employment, if different). Finally, the Recipient agrees to take any and all actions as may be required to comply with the Recipient's personal legal and tax obligations under local laws, rules and regulations in the Recipient's country of residence (and country of employment, if different).
- (i) Age Discrimination. If the Recipient is a resident and/or employed in a country that is a member of the European Union, the grant of the RSUs and the Agreement are intended to comply with the age discrimination provisions of the EU Equal Treatment Framework Directive, as implemented into local law (the "Age Discrimination Rules"). To the extent that a court or tribunal of competent jurisdiction determines that any provision of the Agreement is invalid or unenforceable, in whole or in part, under the Age Discrimination Rules, the Company, in its sole discretion, shall have the power and authority to revise or strike such provision to the minimum extent necessary to make it valid and enforceable to the full extent permitted under local law.

(j) Tax Matters.

- (1) Tax and Social Insurance Contributions in General. Regardless of any action the Company and/or the Employer take with respect to any or all income tax (including U.S. federal, state and local taxes or non-U.S. taxes), social insurance, payroll tax, payment on account or other tax-related withholding ("Tax-Related Items"), the Recipient acknowledges that the ultimate liability for all Tax-Related Items legally due by the Recipient is and remains the Recipient's responsibility and that the Company and the Employer (i) make no representations or undertakings regarding the treatment of any Tax-Related Items in connection with any aspect of the RSUs, including the grant of the RSUs, the vesting of the RSUs, the subsequent sale of any shares of Common Stock acquired pursuant to the RSUs and the receipt of any dividends or dividend equivalents, and (ii) do not commit to structure the terms of the award or any aspect of the RSUs to reduce or eliminate the Recipient's liability for Tax-Related Items. Further, the Recipient acknowledges that if the Recipient becomes subject to taxation in more than one country between the Award Date and the date of any relevant taxable or tax withholding event, as applicable, the Company and/or the Employer (or former employer, as applicable) may be required to withhold or account for Tax-Related Items in more than one country.
- (2) <u>Withholding in Shares or Cash</u>. Prior to the issuance of shares of Common Stock upon the vesting of the RSUs, if the Recipient's country of residence (and/or the country of employment, if different) requires withholding of Tax-Related Items, the Company may withhold a number of whole

shares of Common Stock otherwise issuable to the Recipient in settlement of any vested RSUs to satisfy all or any portion of any withholding obligations for Tax-Related Items. The number of whole shares of Common Stock withheld shall have an aggregate market value sufficient to pay the Tax-Related Items required to be withheld with respect to the shares of Common Stock. The cash equivalent of the shares of Common Stock withheld will be used to settle the obligation to withhold the Tax-Related Items. In the event that withholding in shares of Common Stock is prohibited or problematic under applicable laws or otherwise may trigger adverse consequences to the Company or the Employer, the Company or the Employer may withhold the Tax-Related Items required to be withheld in cash from the Recipient's regular salary and/or wages or any other amounts payable to the Recipient. In the event the withholding requirements for Tax-Related Items are not satisfied through the withholding of shares of Common Stock or through the Recipient's regular salary and/or wages or other amounts payable to the Recipient, no shares of Common Stock will be issued to the Recipient (or the Recipient's estate) upon vesting of the RSUs unless and until satisfactory arrangements (as determined by the Company) have been made by the Recipient with respect to the payment of any Tax-Related Items that the Company or the Employer determines, in its sole discretion, must be withheld or collected with respect to such RSUs. By accepting this grant of RSUs, the Recipient expressly consents to the withholding of shares of Common Stock and/or withholding from the Recipient's regular salary and/or wages or other amounts payable to the Recipient as provided for hereunder. All other Tax-Related Items related to the RSUs and any shares of Common Stock issued in settlement thereof shall be the Recipient's sole responsibility. Depending on the withholding method, the Company or the Employer may withhold or account for Tax-Related Items by considering applicable statutory withholding rates or other applicable withholding rates, including maximum applicable rates. If the withholding obligation for Tax-Related Items is satisfied by withholding in shares of Common Stock, the Recipient shall be deemed to have been issued the full number of shares of Common Stock subject to the vested RSUs, notwithstanding that a number of the shares of Common Stock are held back solely for the purpose of paying the Tax-Related Items.

(3) <u>Code Section 409A</u>. If the Recipient is subject to taxation in the United States, the Award is not intended to constitute a "nonqualified deferred compensation plan" within the meaning of Section 409A of the Internal Revenue Code of 1986, as amended (the "<u>Code</u>"), and instead is intended to be exempt from the application of Code Section 409A. To the extent that the Award is nevertheless deemed to be subject to Code Section 409A, the Award shall be interpreted in accordance with Code Section 409A and Treasury regulations and other interpretive guidance issued thereunder, including without limitation any such regulations or other guidance issued after the grant of the Award. Notwithstanding any provision of the Award to the contrary, in the event that the Administrator determines that the Award is or may be subject to Code Section 409A, the Administrator may adopt such amendments to the Award or adopt other policies and procedures (including amendments, policies and procedures with retroactive effect), or take any other actions, that the Administrator determines are necessary or appropriate at the Administrator's sole discretion and without the Recipient's consent to (i) exempt the Award from the application of Code Section 409A or preserve the intended tax treatment of the benefits provided with respect to the Award, or (ii) comply with the requirements of Code Section 409A.

(k) No Solicitation. The Recipient agrees that for 18 months (or such lesser period as permitted under applicable local law) after the Recipient's employment with the Company or the Employer terminates for any reason, with or without cause, whether by the Company or the Employer or the Recipient, the Recipient shall not recruit, attempt to hire, solicit, or assist others in recruiting or hiring, any person who is an employee of the Company, the Employer or any subsidiaries of the Company. In addition to other remedies that may be available, the Recipient shall pay to the Company in cash, upon demand, the net value of any shares of Common Stock, valued as of the vesting date, issued under this Agreement if the Recipient violates this Section 1(k).

(1) Not a Contract of Employment. This Agreement shall not be construed as a contract of employment between the Company and the Recipient and nothing contained in this Agreement or in the Plan shall confer upon the Recipient any right to be in the continued employment of the Company or any subsidiary or to interfere in any way with the right of the Company or any subsidiary by whom the Recipient is employed to terminate the Recipient's employment at any time for any reason, with or without cause, or to decrease the Recipient's compensation or benefits.

2. Miscellaneous.

- (a) Entire Agreement. This Agreement constitutes the entire agreement of the parties with regard to the subjects hereof.
- (b) Interpretation of the Plan and the Agreement. The Board, or a committee of the Board responsible for administering the Plan (the "Administrator"), shall have the sole authority to interpret the provisions of this Agreement and the Plan, and all determinations by it shall be final and conclusive.
 - (c) [Reserved].
- (d) Market Value. "Market Value" as of a particular date shall mean (i) the closing sales price per share of Common Stock as reported by the NASDAQ on that date, or (ii) if the shares of Common Stock are not listed or admitted to trading on the NASDAQ, the closing price on the national securities exchange on which such stock is principally traded on that date, or (iii) if the shares of Common Stock are not then listed on the NASDAQ or on another national securities exchange, the average of the highest reported bid and lowest reported asked prices for the shares of Common Stock on that date or (iv) if the shares of Common Stock are not then listed on any securities exchange and prices therefor are not then reported, such value as determined in good faith by the Board (or any duly authorized committee thereof) as of that date.
- (e) Electronic Delivery. The Company may, in its sole discretion, deliver any documents related to the Award or other awards granted to the Recipient under the Plan by electronic means. The Recipient hereby consents to receive such documents by electronic issuance and agrees to participate in the Plan through an on-line or electronic system established and maintained by the Company or a third party designated by the Company.
- (f) *Rights and Benefits*. The rights and benefits of this Agreement shall inure to the benefit of and be enforceable by the Company's successors and assigns and, subject to the restrictions on transfer of this Agreement, be binding upon the Recipient's heirs, executors, administrators, successors and assigns.
- (g) Further Action. The parties agree to execute such further instruments and to take such further action as may reasonably be necessary to carry out the intent of this Agreement.
- (h) Governing Law, Venue and Jurisdiction; Attorneys' Fees. This Agreement and the Plan will be interpreted under the laws of the state of Oregon, exclusive of choice of law rules. Venue and jurisdiction will be in the state or federal courts in Washington County, Oregon, and nowhere else. In the event either party institutes litigation hereunder, the prevailing party shall be entitled to reasonable attorneys' fees to be set by the trial court and, upon any appeal, the appellate court.
 - (i) Consent to Transfer Personal Data.

Pursuant to applicable personal data protection laws, the Company and the Employer hereby notify the Recipient of the following in relation to the Recipient's personal data and the collection, processing and transfer of such data in relation to the Company's grant of this Award and the Recipient's participation in the Plan. The collection, processing and transfer of the Recipient's personal data is necessary for the Company's administration of the Plan and the Recipient's participation in the Plan, and the Recipient's denial and/or objection to the collection, processing and transfer of personal data may affect the Recipient's participation in the Plan. As such, the Recipient voluntarily acknowledges and consents (where required under applicable law) to the collection, use, processing and transfer of personal data as described in this Section.

The Company and the Employer hold certain personal information about the Recipient, including (but not limited to) the Recipient's name, home address and telephone number, date of birth, social security number or other employee identification number (e.g., resident registration number), email address, salary, nationality, job title, any shares of Common Stock or directorships held in the Company, details of all RSUs or any other entitlement to shares of Common Stock awarded, canceled, purchased, vested, unvested or outstanding in the Recipient's favor, for the purpose of managing and administering the Plan ("Data"). The Data may be provided by the Recipient or collected, where lawful, from third parties, and the Company and the Employer will process the Data for the exclusive purpose of implementing, administering and managing the Recipient's participation in the Plan. The Data processing will take place through electronic and non-electronic means according to logics and procedures strictly correlated to the purposes for which Data are collected and with confidentiality and security provisions as set forth by applicable laws and regulations in the Recipient's country of residence. Data processing operations will be performed minimizing the use of personal and identification data when such information is unnecessary for the processing purposes sought. The Data will be accessible within the Company's organization only by those persons requiring access for purposes of the implementation, administration and operation of the Plan and for the Recipient's participation in the Plan.

The Company and the Employer will transfer Data as necessary for the purpose of implementation, administration and management of the Recipient's participation in the Plan, and the Company and the Employer may each further transfer Data to any third parties assisting the Company in the implementation, administration and management of the Plan. These recipients may be located in the European Economic Area, the United States, or elsewhere throughout the world. The Recipient hereby authorizes (where required under applicable law) them to receive, possess, use, retain and transfer the Data, in electronic or other form, for purposes of implementing, administering and managing the Recipient's participation in the Plan, including any requisite transfer of such Data as may be required for the administration of the Plan and/or the subsequent holding of shares of Common Stock on the Recipient's behalf by the TPA.

The Recipient may, at any time, exercise his or her rights provided under applicable personal data protection laws, which may include the right to (i) obtain confirmation as to the existence of the Data, (ii) verify the content, origin and accuracy of the Data, (iii) request the integration, update, amendment, deletion, or blockage (for breach of applicable laws) of the Data, and (iv) oppose, for legal reasons, the collection, processing or transfer of the Data which is not necessary or required for the implementation, administration and/or operation of the Plan and the Recipient's participation in the Plan. The Recipient may seek to exercise these rights by contacting the HR manager of the Company or the Employer or the Company's Human Resources Department.

(j) Acknowledgement of Discretionary Nature of the Plan; No Vested Rights. The Recipient acknowledges and agrees that the Plan is discretionary in nature and limited in duration, and may be amended, cancelled, or terminated by the Company, in its sole discretion, at any time. The Award of

RSUs under the Plan is a one-time benefit and does not create any contractual or other right to receive a grant of RSUs or benefits in lieu of RSUs in the future. Future awards, if any, will be at the sole discretion of the Company, including, but not limited to, the timing of any award, the number of RSUs and vesting provisions. Any amendment, modification or termination of the Plan shall not constitute a change or impairment of the terms and conditions of the Recipient's employment with the Company or the Employer.

- (k) Character of Award. Participation in the Plan is voluntary. The value of the Award and any other awards granted under the Plan is an extraordinary item of compensation outside the scope of the Recipient's employment (and the Recipient's employment contract, if any). Any grant under the Plan, including the Award, is not part of normal or expected compensation for purposes of calculating any severance, resignation, redundancy, end of service payments, bonuses, long-service awards, pension, or retirement benefits or similar payments
- (1) No Public Offering. The grant of the RSUs is not intended to be a public offering of securities in the Recipient's country of residence (and country of employment, if different). The Company has not submitted any registration statement, prospectus or other filing with the local securities authorities (unless otherwise required under local law). No employee of the Company is permitted to advise the Recipient on whether the Recipient should acquire shares of Common Stock under the Plan or provide the Recipient with any legal, tax or financial advice with respect to the grant of the RSUs. The acquisition of shares of Common Stock involves certain risks, and the Recipient should carefully consider all risk factors and tax considerations relevant to the acquisition of shares of Common Stock under the Plan and the disposition of them. Further, the Recipient should carefully review all materials related to the RSUs and the Plan, and should consult with the Recipient's personal legal, tax and financial advisors for professional advice in relation to the Recipient's personal circumstances.
- (m) Insider Trading/Market Abuse Laws. The Recipient acknowledges that, depending on the Recipient's country of residence (and country of employment, if different), the Recipient may be subject to insider trading restrictions and/or market abuse laws which may affect the Recipient's ability to acquire or sell shares of Common Stock or rights to shares of Common Stock (e.g., RSUs) under the Plan during such times as the Recipient is considered to have "inside information" regarding the Company (as determined under the laws in the Recipient's country of residence and/or employment). Any restrictions under these laws or regulations are separate from and in addition to any restrictions that may be imposed under any applicable insider trading policy of the Company. The Recipient expressly acknowledges that it is the Recipient's personal responsibility to comply with any applicable restrictions.
- (n) Validity and Enforceability; Severability. The invalidity or unenforceability of any provision of the Plan or the Agreement shall not affect the validity or enforceability of any other provision of the Plan or the Agreement. The provisions of this Agreement are severable and if any one or more provisions are determined to be illegal or otherwise unenforceable, in whole or in part, the remaining provisions shall nevertheless be binding and enforceable. Alternatively, the Company, in its sole discretion, shall have the power and authority to revise or strike such provision to the minimum extent necessary to render it valid and enforceable to the full extent permitted under applicable law.
- (o) English Version to Control. If the Recipient is a resident outside of the United States, the Recipient acknowledges and agrees that it is the Recipient's express intent that the Agreement, the Plan and all other documents, notices and legal proceedings entered into, given or instituted pursuant to the Award be drawn up in English. If the Recipient has received the Agreement, the Plan or any other documents related to the Award translated into a language other than English and the meaning of the translated version is different than the English version, the English version will control.

- (p) Addendum. Notwithstanding any provisions of the Agreement to the contrary, the Award shall be subject to any special terms and conditions for the Recipient's country of residence (and country of employment, if different) set forth in an addendum to the Agreement (an "Addendum"). Further, if the Recipient transfers residence and/or employment to another country reflected in an Addendum to the Agreement at the time of transfer, the special terms and conditions for such country will apply to the Recipient to the extent the Company determines, in its sole discretion, that the application of such special terms and conditions is necessary or advisable in order to comply with local law, rules and regulations or to facilitate the operation and administration of the Award and the Plan (or the Company may establish alternative terms and conditions as may be necessary or advisable to accommodate the Recipient's transfer). In all circumstances, any applicable Addendum shall constitute part of the Agreement.
- (q) Other Requirements. The Company reserves the right to impose other requirements on the Award, any shares of Common Stock acquired pursuant to the RSUs and the Recipient's participation in the Plan to the extent the Company determines, in its sole discretion, that such other requirements are necessary or advisable in order to comply with local law, rules and regulations or to facilitate the operation and administration of the Award and the Plan. Such requirements may include (but are not limited to) requiring the Recipient to sign any agreements or undertakings that may be necessary to accomplish the foregoing.
- (r) Recovery Policy. Notwithstanding any other provision of this Agreement to the contrary and to the extent applicable to the Recipient, the Recipient acknowledges and agrees that the Recipient's RSUs, any shares of Common Stock acquired pursuant thereto and/or any amount received with respect to any sale of such shares may be subject to potential cancellation, recoupment, rescission, payback or other action in accordance with the terms of the Columbia Sportswear Company Incentive Compensation Recovery Policy (the "Recovery Policy") as in effect on the Award Date (and to the extent applicable to the Recipient, a copy of which has been made available to the Recipient) and as may be amended from time to time in order to comply with changes in laws, rules or regulations that are applicable to such Award and shares of Common Stock. As a condition to the grant of the RSUs, to the extent applicable, the Recipient expressly agrees and consents to the Company's application, implementation and enforcement of (a) the Recovery Policy and (b) any provision of applicable law relating to cancellation, recoupment, rescission or payback of compensation. Further, the Recipient expressly agrees that the Company may take such actions as are necessary or appropriate to effectuate the Recovery Policy (as applicable to the Recipient) or applicable law without further consent or action being required by the Recipient. For purposes of the foregoing and as a condition to the grant of the RSUs, the Recipient expressly and explicitly authorizes the Company to issue instructions, on the Recipient's behalf, to any TPA to re-convey, transfer or otherwise return such shares and/or other amounts to the Company. To the extent that the terms of this Agreement and the Recovery Policy conflict, the terms of the Recovery Policy shall prevail.
- (s) Acceptance. By accepting the grant of the Award, the Recipient acknowledges that the Recipient has read the Agreement, the Addendum to the Agreement (as applicable) and the Plan, and specifically accepts and agrees to the provisions therein.

This Award of RSUs is subject to the Recipient's on-line acceptance of the terms and conditions of this Agreement through the E*TRADE web portal. By accepting the terms and conditions of this Agreement, the Recipient acknowledges receipt of a copy of the Plan, the U.S. Prospectus for the Plan, and the local country tax supplement to the U.S. Prospectus for the Plan (the "Award Information"). The Recipient represents that the Recipient is familiar with the terms and provisions of the Award Information and hereby accepts this Award on the terms and conditions set forth herein and in the

Plan, and acknowledges that the Recipient had the opportunity to obtain independent legal, investment and tax advice at the Recipient's personal expense prior to accepting this Award.

COLUMBIA SPORTSWEAR COMPANY

COLUMBIA SPORTSWEAR COMPANY

ADDENDUM TO AWARD AGREEMENT FOR GRANT OF RESTRICTED STOCK UNITS PURSUANT TO THE COLUMBIA SPORTSWEAR COMPANY 1997 STOCK INCENTIVE PLAN, AS AMENDED

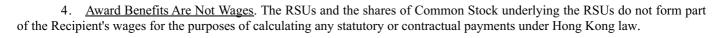
In addition to the terms of the Columbia Sportswear Company 1997 Stock Incentive Plan, as amended (the "Plan") and the Award Agreement for the Grant of Restricted Stock Units Pursuant to the Columbia Sportswear Company 1997 Stock Incentive Plan, as amended (the "Agreement"), the RSUs are subject to the following additional terms and conditions as set forth in this addendum to the extent the Recipient resides and/or is employed in one of the countries reflected herein (the "Addendum"). Capitalized terms used herein without definition shall have the same meaning as assigned to such terms in the Plan and the Agreement. To the extent the Recipient transfers residence and/or employment to another country, the special terms and conditions for such country as reflected in this Addendum (if any) will apply to the Recipient to the extent the Company determines, in its sole discretion, that the application of such terms and conditions is necessary or advisable in order to comply with local laws, rules and regulations, or to facilitate the operation and administration of the RSUs and the Plan (or the Company may establish alternative terms and conditions as may be necessary or advisable to accommodate the Recipient's transfer).

Canada

- 1. <u>Settlement in Shares Only</u>. Notwithstanding any provision of the Agreement to the contrary, the RSUs shall be settled in shares of Common Stock only (and shall not be settled in cash).
- 2. <u>Securities Law Information</u>. The Recipient is permitted to sell shares of Common Stock acquired under the Plan through the TPA, if any, provided the resale of shares of Common Stock acquired under the Plan takes place outside Canada through the facilities of a stock exchange on which the shares of Common Stock are listed.

Hong Kong

- 1. <u>Lapse of Restrictions</u>. If, for any reason, shares of Common Stock are issued to the Recipient within six (6) months of the Award Date, the Recipient agrees that the Recipient will not sell or otherwise dispose of any such shares of Common Stock prior to the six (6) month anniversary of the Award Date.
- 2 . <u>IMPORTANT NOTICE</u>. WARNING: The contents of the Agreement, the Addendum, the Plan, and all other materials pertaining to the RSUs and/or the Plan have not been reviewed by any regulatory authority in Hong Kong. The Recipient is hereby advised to exercise caution in relation to the offer thereunder. If the Recipient has any doubts about any of the contents of the aforesaid materials, the Recipient should obtain independent professional advice.
- 3. <u>Nature of the Plan</u>. The Company specifically intends that the Plan will not be treated as an occupational retirement scheme for purposes of the Occupational Retirement Schemes Ordinance ("<u>ORSO</u>"). To the extent any court, tribunal or legal/regulatory body in Hong Kong determines that the Plan constitutes an occupational retirement scheme for the purposes of ORSO, the grant of the RSUs shall be null and void.



Japan

None.

South Korea

1. <u>Consent to Collection, Processing and Transfer of Personal Data.</u> By electronically accepting the Agreement, the Recipient agrees to the collection, use, processing and transfer of Data as described in Section 2(i) of the Agreement; and the Recipient agrees to the processing of the Recipient's unique identifying information (resident registration number) as described in Section 2(i) of the Agreement.

Switzerland

1 . <u>Securities Law Information</u>. The grant of RSUs is considered a private offering and therefore is not subject to registration in Switzerland. Neither this document nor any other materials relating to the RSUs (a) constitutes a prospectus as such term is understood pursuant to article 652a of the Swiss Code of Obligations, (b) may be publicly distributed nor otherwise made publicly available in Switzerland, and (c) has been or will be filed with, approved or supervised by any Swiss regulatory authority (in particular, the Swiss Financial Market Supervisory Authority).

Taiwan

1. <u>Securities Law Information</u>. The grant of RSUs and the shares of Common Stock to be issued pursuant to the Plan are available only for employees of the Company or any parent or subsidiary of the Company. The grant of RSUs is not a public offer of securities by a Taiwanese company.

AMENDED WORKING COPY OF COLUMBIA SPORTSWEAR COMPANY 401(k) EXCESS PLAN

As Amended by Amendments Nos. 1-8

Columbia Sportswear Company An Oregon Corporation 14375 NW Science Park Drive Portland, OR 97229-5418

Columbia Sportswear Company (the Company) establishes this 401(k) Excess Plan (the Plan) for a select group of management or highly compensated employees. The Plan is intended to permit eligible employees to defer amounts in excess of the amounts that may be deferred under the Columbia Sportswear Company 401(k) Profit Sharing Plan (the Qualified Plan) and receive matching contributions on certain of those deferrals, if the Company, in its discretion, makes such contributions. The Plan is intended to be an unfunded, nonqualified Plan that complies with §409A of the Internal Revenue Code of 1986, as amended, (the Code) and related regulations and the related trust is intended to comply with the rules regarding grantor trusts.

1. Relevant Dates; Adoption by Affiliates

- 1.1 This Plan shall be effective April 1, 2008.
- 1.2 The Plan Year shall be the calendar year, except that the first Plan Year shall be a short year beginning on the effective date in 1.1 above and ending December 31, 2008.
- 1.3 The Company adopts this Plan for eligible employees of the Company or any affiliate, other than an affiliate excluded from the Plan by the Company.
 - 1.3-1 "Affiliate" means a corporation, person or other entity that is a member, with an Employer, of a controlled group under §414(b) of the Code, a group of trades or businesses under common control under §414(c) of the Code, an affiliated service group under §414(m) of the Code or a group that is designated a controlled group pursuant to §414(o) of the Code.
 - 1.3-2 "Employer" means the Company and any non-excluded affiliate.
 - 1.4 Transfer of employment from one affiliate to another shall not cause a separation from service.
 - 1.5 If an employee is employed by two or more affiliates at the same time, the following shall apply:

Page 1 of 14 - Amended Working Copy of Columbia Sportswear Company 401(k) Excess Plan

- 1.5-1 The employee may elect contributions out of compensation from each Employer but may not elect contributions out of compensation from an excluded affiliate.
- 1.5-2 The employee shall be eligible to receive matching contributions from each Employer based on elective contributions and compensation from each.
- 1.6 The Company shall establish the effective date of adoption of this Plan by non-excluded affiliates and any special provisions that are to be applicable only to employees of a particular affiliate. The Company may exclude an affiliate from this Plan at any time, regardless of whether the affiliate was previously a non-excluded affiliate.

2. Administration

- 2.1 The Plan shall be administered by the Vice President, Human Resources of the Company (the Administrator). The Administrator shall interpret the Plan, decide any questions about the rights of participants and their beneficiaries and in general administer the Plan. Unless the Plan provides otherwise or the Administrator otherwise interprets the Plan, terms used in this Plan and also in the Qualified Plan shall have the same meaning.
- 2.2 The Administrator may delegate all or part of the administrative duties to one or more agents (the Agents) and may retain advisors for assistance. The Administrator may consult with and rely upon the advice of counsel, who may be counsel for an Employer. Any decision by the Administrator or the Agents within the decisionmaker's authority shall be final and bind all parties. The Administrator shall have absolute discretion to administer and interpret the Plan and carry out the Administrator's duties pursuant to this Plan.
- 2.3 The Administrator shall be the plan administrator under federal laws and regulations applicable to plan administration and shall comply with such laws and regulations. The Administrator shall be the agent for service of process at the Company's address. Any person having an interest under this Plan may consult the Administrator at any reasonable time.
- 2.4 The Administrator may resign by giving ten days' written notice, or such shorter notice accepted by the Company. The Company shall fill any vacancy thus created as soon as practicable.
- 2.5 The Administrator or the Agents shall make available at least two investment vehicles for the Participants' Deferred Compensation Accounts. The investment of each Participant's Deferred Compensation Account will be governed by the election procedure in 4.6 below. Amounts deferred, and gains or losses on such amounts, shall be credited to each Participant's Deferred Compensation Account on dates determined by the Administrator or the Agents, but not less frequently than annually. The Administrator or Agents may permit Participants to designate different allocations for all prior deferred amounts and future deferrals.

Page 2 of 14 - Amended Working Copy of Columbia Sportswear Company 401(k) Excess Plan

3. Eligibility

- 3.1 The Administrator shall designate the employees who may participate in the Plan for a Plan Year from among those employees of the Employers who are eligible for designation. In general, an employee shall not be eligible for a year unless the employee's base compensation for the year is expected to be at least \$225,000, as adjusted by the Administrator, determined as of the later of the preceding November 1 or the employee's date of hire by the Employer. Each employee the Administrator has designated for participation and each current or former employee with a Deferred Compensation Account shall be known as a Participant.
- 3.2 Participation shall begin on the later of the effective date of the Administrator's designation or the date the Administrator or the Agents give notice to the employee of his or her eligibility.
- 3.3 Participation in the Plan will be on a Plan-Year-by-Plan-Year basis, and participation for any Plan Year will not, of itself, entitle a Participant to participate for any other Plan Year. If a Participant ceases to be eligible to participate in the Plan but remains an employee of the Employer, the loss of eligibility shall not be treated as a separation from service and the Participant's Deferred Compensation Account shall be paid as specified in the Participant's Deferred Compensation Agreements, subject to Section 6.

4. Compensation Deferral

- 4.1 Each employee designated for participation may elect to defer part of what would otherwise be Compensation for a Plan Year.
 - 4.1-2 The minimum deferral is \$1,000. The maximum deferral is 70% of Compensation. Deferrals must be in multiples of \$100 or a stated percentage of Compensation.
 - 4.1-3 "Compensation" for purposes of this Plan has the same meaning as the term "Earnings" in the Qualified Plan, except that (a) the limitation in Code §401(a)(17), currently set out in paragraph 1.1.33(c) of the Qualified Plan, on Earnings counted shall not apply under this Plan; and (b) "Compensation" shall include any amounts deferred by an employee under this Plan pursuant to the employee's election in a Deferred Compensation Agreement. If the definition of Earnings in the Qualified Plan is modified, this Plan's definition of Compensation shall be modified to correspond, except to the extent this Plan explicitly provides otherwise.
 - 4.1-4 A Participant may make a separate election for each of the elements comprising the Participant's Compensation. Deferrals from base salary shall be withheld in substantially equal amounts from the base salary otherwise payable for the Plan Year for which the deferral is made. Deferrals from bonuses or incentive payments and supplemental compensation shall be withheld from the

Page 3 of 14 - Amended Working Copy of Columbia Sportswear Company 401(k) Excess Plan

bonus or incentive payment and supplemental payments otherwise payable for the Plan Year for which the deferral is made.

- 4.1-5 The election shall be made in a Deferred Compensation Agreement (Agreement) on a form acceptable to the Administrator or the Agents. Each Plan Year deferral will be covered by a separate Agreement.
- 4.2 Subject to 4.3 and the following rules, elections to defer shall be made by the date established by the Administrator or the Agents, which shall not be later than the December 31 prior to the beginning of the Plan Year in which the Compensation shall be earned.
 - 4.2-1 For bonuses or incentive payments described in 4.2-2, the election shall be made no later than six months before the end of the performance period.
 - 4.2-2 The rule contained in 4.2-1 shall apply only to payments contingent upon the satisfaction of preestablished organizational or individual performance criteria relating to a performance period of at least 12 consecutive months and only to a Participant who performed services for the Employer continuously from the later of the start of the incentive period or the date that Participant's performance criteria are established through the date of the election.
 - 4.2-3 Subject to Section 6, any election shall be irrevocable with respect to that Plan Year. If no election is timely made, all Compensation shall be paid on a regular basis during the Plan Year.
 - 4.2-4 For the first Plan Year, the election to defer shall be made by February 29, 2008, unless the Administrator or Agents set an earlier or later deadline, but not later than April 30, 2008.
- 4.3 An employee who becomes a Participant during a Plan Year may make an election to defer within 30 days of the date the employee becomes eligible pursuant to 3.2 above.
 - 4.3-1 The Agreement must be completed and returned to the Administrator on or before such date as the Administrator or the Agents specify, and in any event before the first day of the period to which the election applies.
 - 4.3-2 No election may be made with respect to bonuses or incentive payments for a year if the Participant becomes eligible after June 30 of the year.
- 4.4 Each year, the Employer may, in its discretion, credit to each Participant's Deferred Compensation Account a matching amount pursuant to the following rules.
 - 4.4-1 A participant's matching credit, if any, for a year under this Plan shall be equal to the lesser of (a) or (b) below, *minus* the participant's share of the FICA tax due on the lesser of the amount determined in (a) or (b) below:
 - (a) The remainder of the following equation:

Page 4 of 14 - Amended Working Copy of Columbia Sportswear Company 401(k) Excess Plan

- (1) 100% of the Participant's combined deferrals under this Plan (as defined in 4.4-5) and the Qualified Plan for the year, up to 4% of the Participant's Compensation under 4.1-3 for the year; *plus*
- (2) 50% of the Participant's combined deferrals under this Plan (as defined in 4.4-5) and the Qualified Plan for the year that exceed 4% but do not exceed 6% of the Participant's Compensation under 4.1-3 for the year; *minus*
- (3) The matching contribution the Participant would have been eligible to receive under the Qualified Plan for the year if the Participant had made the maximum permitted elective deferral to the Qualified Plan; or
- (b) 100% of the Participant's deferrals for the year under this Plan (as defined in 4.4-5) alone. This includes, but is not limited to, the effect that a Participant who elects no deferrals to this Plan for a year will receive no matching credit for the year, regardless of the Participant's deferrals under the Qualified Plan.
- 4.4-2 The matching credit, if any, for a year shall be made only for Participants employed by an Employer on the last day of the Plan Year, unless the Participant's employment ended during the Plan Year due to the Participant's death or Total Disability or retirement at Normal Retirement Date under the Qualified Plan. Any matching credit shall be fully vested when made.
- 4.4-3 The matching credit shall be made in the time and form determined by the Administrator. In general, the credit shall be made at or after the end of the Plan Year, regardless of whether matching contributions to the Qualified Plan are made during the Plan Year.
- 4.4-4 All of the percentages in 4.4-1(a)(1) and (2) shall be modified at the same time and to the same extent as those figures are modified in the Qualified Plan.
- 4.4-5 For purposes of 4.4-1, "deferrals under this Plan" for a year shall be the sum of compensation and bonus deferred under this Plan that would otherwise have been paid <u>in</u> the year. Thus, bonus deferral for a year for this purpose relates to the bonus earned during a *prior* year but that would, absent deferral under this Plan, have been payable during the year for which the matching credit is made.

Page 5 of 14 - Amended Working Copy of Columbia Sportswear Company 401(k) Excess Plan

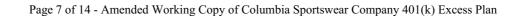
- 4.5 The Administrator shall maintain a Deferred Compensation Account (the Account) for each Participant to hold the Participant's cumulative deferrals and any Employer matching credits, plus or minus any investment gains and losses, and minus any Plan expenses and any payments made to the Participant in accordance with the provisions of Sections 5 and 6 of the Plan. Participants' Accounts shall be held in a grantor trust established between the Company and a Trustee.
- 4.6 Participants shall select an investment vehicle for their Accounts with the initial Agreement and may change such selection effective the first day of each calendar quarter, or at such other times as the Administrator or the Agents permit, on advance written notice to the Administrator pursuant to procedures adopted by the Administrator or Agents. If no election is made, the Account shall remain in the same investment vehicle as the previous calendar quarter.
- 4.7 The Company may elect to pay any administrative fees or expenses and may allocate the cost among the Employers. Otherwise, the expenses and fees shall be deducted from Participants' Accounts. Expenses related to the individual Account of a Participant or Beneficiary may be charged directly to that Account.

5. Payment from Accounts

- 5.1 Subject to Sections 6 and 7, a Participant's Payment Date shall be one of the following, as selected by the Participant pursuant to 5.3 below:
 - 5.1-1 A date specified in the Agreement that is at least one year after the effective date of the Agreement but not later than the date the Participant would reach age 70. For example, a December 2008 election deferring compensation to be earned in 2009 could provide for payment on January 1, 2010.
 - 5.1-2 The date that is six months after the date the Participant separates from service, for any reason, with the Company and Affiliates as defined in 1.3-1, regardless of whether the Participant serves as a director of the Company or an Affiliate. For example, if a Participant were to elect in December 2008 to defer compensation to be earned in 2009 until six months after separation from service and then separates from service on May 1, 2010, the Payment Date under this Plan with respect to that deferral would be November 1, 2010.
 - 5.1-3 The later of the date that is six months after the date the Participant separates from service with the Company and all Affiliates as defined in 1.3-1, regardless of whether the Participant continues to serve as a director of the Company or an Affiliate, or the date the Participant reaches an age up to 70 specified in the Agreement. For example, if, in the situation described in 5.1-2, the Participant had elected to defer until the later of six months after separation from service or attainment of age 65, and reached age 65 on April 1, 2015, the Payment Date under this Plan would be April 1, 2015.

Page 6 of 14 - Amended Working Copy of Columbia Sportswear Company 401(k) Excess Plan

- 5.2 A Participant's vested Account shall be paid in one of the following ways as selected by the Participant subject to 5.3 below:
 - 5.2-1 In a lump sum within 30 days after the Payment Date under 5.1.
 - 5.2-2 In a lump sum within 30 days after the January 1 following the Payment Date selected pursuant to 5.1 above.
 - 5.2-3 In annual installments under 5.4 over a period of up to five years, starting as soon as practicable after the January 1 following the Payment Date selected pursuant to 5.1 above.
- 5.3 Subject to Section 6 and the following rules, the Participant shall specify in the Agreement the Payment Date pursuant to 5.1 and the payment form pursuant to 5.2 above.
 - 5.3-1 The selection shall be irrevocable for the portion of the Account covered by the Agreement.
 - 5.3-2 If different selections are made in Agreements applicable to different Plan Years (or in an Agreement for a single Plan Year), the Account shall be appropriately divided for distribution, subject to 5.3-4.
 - 5.3-3 If the vested balance of the Participant's Account is less than \$5,000, or to the extent any of the Account is not covered by a timely, complete election, payment of any such amount shall be made pursuant to 5.1-2 and 5.2-2.
 - 5.3-4 No Participant may have more than ten different time-and-form-of-payment elections in effect at any time. For example, a five-year deferral with payment in a single sum is one payment election, a deferral to age 62 with payment in five-year installments is a second election and a deferral to age 65 with payment in five-year installments is a third election. Similarly, a deferral in the first year of participation for five years with payment in a single sum is a separate election from a five-year deferral in the second year of participation with payment in a single sum; if the second-year deferral were for only four years with payment in a single sum, it would not be a time and form of payment different from the first year's election.
- 5.4 If the Participant elects payment in installments under 5.2-3, the payment term must be specified in the Agreement. The installment size shall be fixed on the Payment Date and on each later January 1 based on the distributable amount divided by the number of installments remaining. If the annual payment computed under the preceding sentence is less than \$5,000, the minimum annual payment shall be \$5,000, with a corresponding reduction in the number of annual installments. Installment payments shall be treated as a series of separate payments for purposes of 6.4 below.



- 5.5 The Employer shall withhold from any payments any income taxes or other amounts as required by law.
- 5.6 The Administrator or the Agents may in their discretion direct that payment be made in one or more of the following ways:
 - 5.6-1 To a spouse, parent or child of legal age.
 - 5.6-2 To one having actual custody of the person.
 - 5.6-3 To a legal guardian or conservator.
 - 5.6-4 To one furnishing maintenance, support or hospitalization.

6. Adjustment of Time and Form of Payment

- 6.1 Participants may withdraw all or part of their Accounts because of Serious Financial Hardship, as determined by the Administrator. A payment due because of a separation from service may not be made less than six months after the date of separation from service, even upon a showing of Serious Financial Hardship.
 - 6.1-1 "Serious Financial Hardship" means a Participant's immediate and heavy financial need that cannot be met from other reasonably available resources and is caused by one or more of the following:
 - (a) Accident or illness involving the Participant, or the Participant's spouse or dependent (as defined in §152 of the Code).
 - (b) Loss of the Participant's property due to casualty.
 - (c) The need to pay uninsured medical expenses, including prescription drugs.
 - (d) The need to pay the funeral expenses of a spouse or dependent (as defined in §152 of the Code).
 - (e) Any other similar extraordinary and unforeseeable circumstances arising from events beyond the Participant's control, not including sending a child to college or purchasing a home.
 - 6.1-2 The withdrawal shall be limited to the amount reasonably necessary to meet the Serious Financial Hardship.
 - 6.1-3 If a Participant's application for a hardship withdrawal is granted, the Participant's deferral election for the Plan Year shall be canceled, effective with the pay period starting after the date the Administrator grants the hardship withdrawal application.

Page 8 of 14 - Amended Working Copy of Columbia Sportswear Company 401(k) Excess Plan

- 6.1-4 The Administrator or the Agents shall establish procedures for implementing withdrawals, which shall include requirements for a written application signed by the Participant and a statement of the facts causing the Serious Financial Hardship, as well as any other items required by the Administrator or the Agents.
- 6.1-5 The withdrawal date shall be fixed by the Administrator or the Agents, who may require a minimum advance notice and limit the amount, time and frequency of withdrawals.
- 6.2 On application from a Participant, the Administrator, or the Agents, in their sole discretion, may defer the Payment Date or extend the term of payment for amounts not already payable, subject to the following rules:
 - 6.2-1 The application may request deferral or extension with respect to any or all of the time-and-form-of-payment elections in effect for the Participant. Only two such applications may be granted for any Participant, regardless of whether the application previously granted applied to fewer than all of the Participant's time-and-form-of-payment elections. The application shall include the reason the deferral or extension is requested, the changed circumstances underlying the application and any other information or documents required by the Administrator or the Agents. The Administrator or Agents may, in their discretion, approve a deferred date for payment that would be later than would be permitted for an initial Payment Date pursuant to 5.1 above.
 - 6.2-2 Neither the Administrator nor the Agents shall grant an application to change a Payment Date selected pursuant to 5.1-1 or one or more of the dates on which installment payments are scheduled to be made pursuant to 5.2-3 unless the application is made at least 12 months before each date on which a payment is scheduled. For example, a Participant who elected to defer a portion of salary until January 1, 2011, to be paid in a lump sum at that time, would have to apply before January 1, 2010 to be eligible to change that Payment Date and, pursuant to 6.2-4, the revised Payment Date could not be earlier than January 1, 2016.
 - 6.2-3 An application to change a Payment Date selected pursuant to 5.1-2 or 5.1-3 or the date of an installment payment pursuant to 5.2-3 shall not apply to any amount that would be payable during the 12 months after the date the Administrator or the Agents receive the application. For example, if a Participant who elected to defer a portion of salary for payment in five annual installments starting on January 1 following the date that is six months after the date of separation from service were to apply in May 2011 to defer the start of the five annual installments until the January following the fifth anniversary of separation from service and then separate from service in June 2011, the application would not apply to the payment due January 1, 2012 (because that is less than 12 months

Page 9 of 14 - Amended Working Copy of Columbia Sportswear Company 401(k) Excess Plan

after the date of the application), but could defer one or more of the next four payments, as designated in the application, subject to the five-year rule in 6.2-4.

6.2-4 An application shall not be granted to the extent it defers the Payment Date less than five years. For example, in 6.2-3, the Participant would either have to defer each installment whose scheduled payment changes for at least five years from its originally scheduled payment date (so the second installment payment, originally scheduled for January 1, 2013, would have to be deferred at least until January 1, 2018 and the third installment payment, if deferred, could not be paid earlier than January 1, 2019, at least five years after its originally scheduled date of January 1, 2014). Alternately, if the Participant wanted a lump sum, it would have to be paid at least five years from the *last* scheduled installment payment date (so at least to January 1, 2021, five years after the last installment payment, which would have been due January 1, 2016).

7. Effect of Death

- 7.1 If the Participant dies, any portion of the Account for which the Payment Date had not been reached before death shall be paid to the Participant's Beneficiary, determined pursuant to 7.3, beginning as soon as practicable after the Participant's death, as follows:
 - 7.1-1 If the amount payable to a Beneficiary is less than \$5,000, such amount shall be paid in a lump sum.
 - 7.1-2 If 7.1-1 does not apply, payment shall be made in five substantially equal annual installments, unless a Beneficiary requests acceleration under Section 6. The first installment shall be paid as soon as practicable after the Participant's death and the second installment shall be paid in January of the year following the year of death; subsequent installments shall be paid as near as practicable to the anniversary of the second installment. If the annual payment computed under the preceding sentence is less than \$5,000, the minimum annual payment shall be \$5,000, with a corresponding reduction in the number of annual installments.
- 7.2 If the Participant dies, any portion of the Account for which the Payment Date had been reached before death shall continue to be paid under the payment schedule in effect at death, unless a Beneficiary requests withdrawal pursuant to 6.1.
- 7.3 "Beneficiary" means the person or persons or other entity or entities that have been designated by the Participant to receive, after the Participant's death, benefits under the Plan in accordance with the terms of the Plan.
 - 7.3-1 The designation by the Participant must be on forms prescribed by the Administrator or the Agents and filed with the Administrator or Agents. Beneficiary designations may be revoked or changed by filing a new Beneficiary designation with the Administrator or Agents.

Page 10 of 14 - Amended Working Copy of Columbia Sportswear Company 401(k) Excess Plan

- 7.3-2 If more than one designated Beneficiary survives the Participant, payments shall be made equally to the surviving designated Beneficiaries, unless otherwise provided in the Beneficiary designation. Participants may designate primary and secondary Beneficiaries and Beneficiaries by right of representation.
- 7.3-3 If the Participant was married when the designation was made and is not married to the same spouse at death, the designation shall be void if the spouse was named as Beneficiary but the designation shall remain valid if a nonspouse Beneficiary was named.
- 7.3-4 Should the Participant fail to designate a Beneficiary, or should the designated Beneficiary fail to survive the Participant, the Participant's Account shall be paid to the Participant's estate.
- 7.3-5 Unless a proper beneficiary designation explicitly states otherwise, the designation shall apply to the Participant's entire Account.

8. Nature of the Employers' Obligations

- 8.1 This Plan is intended to be and shall be construed as an unfunded plan. The benefits provided under this Plan shall be a general, unsecured obligation of each Employer with respect to the Participants employed by that Employer, regardless of the existence of the grantor trust. Neither the Participant nor the Participant's Beneficiaries or estate shall have any interest in any assets of an Employer by virtue of this Plan.
- 8.2 The Employers shall set aside assets in a grantor trust to offset their obligations to pay benefits pursuant to this Plan, but any funds set aside shall remain subject to the general creditors of the Employers, as provided in the trust agreement.

9. Claims Procedure

- 9.1 Any person claiming a benefit or requesting an interpretation, a ruling or information under this Plan shall present the request in writing to the Administrator or the Agents, who shall respond in writing as soon as practicable.
 - 9.2 If the claim or request is denied, the written notice of denial shall state:
 - 9.2-1 The reasons for denial, with specific reference to the Plan provisions on which the denial is based.
 - 9.2-2 A description of any additional material or information required and an explanation of why it is necessary.
 - 9.2-3 An explanation of this claim review procedure, including a statement of the right to sue, after exhausting this claims procedure.

Page 11 of 14 - Amended Working Copy of Columbia Sportswear Company 401(k) Excess Plan

- 9.3 Any person whose claim or request is denied or who has not received a response within 60 days may request review by notice in writing to the Administrator. The original decision shall be reviewed by the Administrator, who may, but shall not be required to, grant the claimant a hearing. On review, whether or not there is a hearing, the claimant may have representation, examine and obtain copies of relevant documents and submit issues and comments in writing.
- 9.4 The decision on review shall take into account all comments, documents and other information submitted by the claimant relating to the claim and shall normally be made within 60 days. If an extension of time is required for a hearing or other special circumstances, the claimant shall be so notified of the special circumstances and the time limit shall be 120 days. The decision shall be in writing and shall state the reasons and the relevant provisions and offer reasonable access to documents and other information relevant to the claim. All decisions on review shall be final and bind all parties concerned.

10. Miscellaneous Provisions

- 10.1 This Plan may be amended from time to time or terminated by a written document signed the Chief Executive Officer of the Company, but no such amendment or termination may accelerate the time of payment of benefits to Participants beyond what the Code permits, except that if the Internal Revenue Service issues a final ruling that any amounts held under this Plan will be subject to current income tax, the Administrator may direct payment as soon as practicable to the affected Participants of the amounts to which the ruling applies.
- 10.2 The Chief Executive Officer of the Company may terminate further deferrals under the Plan for any reason with respect to deferrals for months beginning after the date of termination of the Plan. In the event of such cessation of deferrals, all other rights and obligations shall continue until all Deferred Compensation Accounts have been paid to all Participants under the terms of the Plan.
- 10.3 This Plan shall inure to the benefit of and be binding on the Employers and their successors and assigns and any corporation into which an Employer is merged or consolidated, and the Participants and their successors, heirs and legal representatives.
- 10.4 If a Participant terminates employment for any reason during a Plan Year for which Compensation is to be deferred, the actual deferral specified in the Participant's Agreement for the Plan Year shall be adjusted to equal the actual amounts deferred pursuant to the Agreement before such termination.
- 10.5 Subject to 5.6 above and the following rules, no interest provide pursuant to the Plan may be assigned, transferred, pledged, sold, conveyed, or otherwise alienated or encumbered in any way by any Participant or Beneficiary, and no such interest shall be subject to execution, attachment or similar process.

Page 12 of 14 - Amended Working Copy of Columbia Sportswear Company 401(k) Excess Plan

- 10.5-1 Any attempted sale, conveyance, assignment, pledge or encumbrance of any interest provided pursuant to the Plan, or the levy or any attachment or similar process, shall be null and void and without effect.
- 10.5-2 Benefits may be paid in accordance with a qualified domestic relations order (QDRO) as defined in §414(p) of the Code pursuant to procedures established by the Administrator. Benefits may be paid to an alternate payee pursuant to a QDRO before payment to the Participant would be permitted.
- 10.6 Except as otherwise required or permitted by this Plan or applicable law, any notice or direction under this Plan shall be in writing and effective when actually delivered or, if mailed, when deposited postpaid as first-class mail. Mail shall be directed to the address stated in this Plan or to such other address as a party specifies by notice to the other parties.
- 10.7 Following termination of employment, a Participant shall not be an employee of an Employer for any purpose and the payments pursuant to Sections 5, 6 or 7 shall not constitute salary or wages. A Participant shall receive such payments as retirement benefits, not as compensation for performance of any substantial services.
- 10.8 The Plan shall be governed by, and interpreted and enforced in accordance with, the laws of the State of Oregon, except as preempted by federal law.

Original Plan Executed as Follows: COLUMBIA SPORTSWEAR COMPANY	
	By s/T. Boyle
	Executed: <u>December 31, 2007</u>
Amendment No. 1 Executed as Follows:	COLUMBIA SPORTSWEAR COMPANY
	By <u>s/T. Boyle</u>
	Executed: April 18, 2011
Amendment No. 2 Executed as Follows:	COLUMBIA SPORTSWEAR COMPANY
	By <u>s/T. Boyle</u>
	Executed: August 28, 2013
Amendment No. 3 Executed as Follows:	COLUMBIA SPORTSWEAR COMPANY
	By <u>s/T. Boyle</u>
	Executed: April 10, 2015

Page 13 of 14 - Amended Working Copy of Columbia Sportswear Company 401(k) Excess Plan

Amendment No. 4 Executed as Follows:	COLUMBIA SPORTSWEAR COMPANY
	By s/T. Boyle
	Executed: November 4, 2015
Amendment No. 5 Executed as Follows:	COLUMBIA SPORTSWEAR COMPANY
	Bys/T. Boyle
	Executed: May 4, 2017
Amendment No. 6 Executed as Follows:	COLUMBIA SPORTSWEAR COMPANY
	Bys/T. Boyle
	Executed: July 7, 2017
Amendment No. 7 Executed as Follows:	COLUMBIA SPORTSWEAR COMPANY
	Bys/T. Boyle
	Executed: October 25, 2018
Amendment No. 8 Executed as Follows:	COLUMBIA SPORTSWEAR COMPANY
	Bys/T. Boyle
	Executed: December 31, 2018

Page 14 of 14 - Amended Working Copy of Columbia Sportswear Company 401(k) Excess Plan

PERFORMANCE-BASED RESTRICTED STOCK UNIT AWARD AGREEMENT

This Award Agreement (the "Agreement") is entered into as of ____ (the "Award Date") by and between Columbia Sportswear Company, an Oregon corporation (the "Company"), and ____ (the "Recipient"), for the award of restricted stock units with respect to the Company's Common Stock ("Common Stock").

The award of restricted stock units to the Recipient is made pursuant to Section 7 of the 1997 Stock Incentive Plan, as amended (the "Plan") and the Recipient desires to accept the award subject to the terms and conditions of this Agreement.

IN CONSIDERATION of the mutual covenants and agreements set forth in this Agreement, the parties agree to the following.

- **1. Award and Terms of Restricted Stock Units**. The Company awards to the Recipient under the Plan _____ restricted stock units (the "Award"), subject to forfeiture or increase as provided in <u>Section 1(c)</u> of this Agreement and to the restrictions, terms and conditions set forth in this Agreement.
- (a) Rights under Restricted Stock Units. A restricted stock unit (a "RSU") represents the unfunded, unsecured right to require the Company to deliver to the Recipient one share of Common Stock for each RSU. The number of shares of Common Stock deliverable with respect to each RSU is subject to adjustment (1) as provided in Section 1(c) of this Agreement and (2) as determined by the Board of Directors of the Company as to the number and kind of shares of stock deliverable upon any merger, reorganization, consolidation, recapitalization, stock dividend, spin-off or other change in the corporate structure affecting the Common Stock generally.
- (b) Vesting Date. The RSUs awarded under this Agreement shall initially be 100% unvested and subject to forfeiture. The RSUs not forfeited pursuant to Section 1(c) of this Agreement shall vest on the date (the "Vesting Date") on which the Compensation Committee of the Board of Directors (the "Compensation Committee") confirms the Cumulative Operating Income and Average ROIC, as defined below (collectively, the "Performance Results"), for the Performance Period, as defined below; provided, however, that to the extent the Recipient has not been employed by the Company continuously from the Award Date to the Vesting Date, any RSUs not forfeited pursuant to Section 1(c) of this Agreement shall vest on the Vesting Date with respect to a prorated number of RSUs calculated based on Recipient's days of continuous employment from the beginning of the Performance Period through the date Recipient's employment terminated. If the Vesting Date falls on a weekend or any other day on which the Nasdaq Stock Market ("NSM") or any national securities exchange on which the Common Stock then is principally traded (the "Exchange") is not open, affected RSUs shall vest on the next following NSM or Exchange business day, as the case may be.

(c) Adjustment of RSUs.

- (1) Treatment of RSUs on Termination of Service. If the Recipient ceases to be an employee of the Company prior to the Vesting Date, and such termination of employment is not due to the Recipient's retirement, disability or death on any date that is after the later of (i) the second anniversary of the first day of the applicable Performance Period and (ii) the Recipient's retirement eligibility date (a "Qualified Termination"), the Recipient shall immediately forfeit all outstanding RSUs awarded pursuant to this Agreement and the Recipient shall have no right to receive the related Common Stock. Absence on leave approved by the Company (or, if the Recipient is an executive officer of the Company, by the Board of Directors), shall not be deemed a termination or interruption of employment or service. Unless otherwise determined by the Company or the Board of Directors in its sole discretion, (i) vesting of RSUs shall continue during a medical, family or military leave of absence, whether paid or unpaid, and (ii) vesting of RSUs shall be suspended during, and the number of shares deliverable at the Vesting Date shall be proportionately reduced as a result of, any other unpaid leave of absence. In the event of a Recipient's Qualified Termination, the Recipient's RSUs shall not be immediately forfeited and shall instead be eligible to vest on a prorated basis as provided in Section 1(b) of this Agreement. For purposes of this Agreement, "retirement" shall have the same meaning as provided in the applicable policy maintained by the Company or the Employer for the benefit of the Recipient or, in the absence of such policy, as determined by the Board in its discretion in accordance with applicable law.
- (2) Forfeiture of RSUs on Violation of Code of Business Conduct and Ethics. Recipient acknowledges that compliance with the Company's Code of Business Conduct and Ethics is a condition to the receipt and vesting of the RSUs. If, during the term of this Agreement, the Board of Directors (or a committee of directors designated by the Board of Directors) determines in

good faith that the Recipient's conduct is or has been in violation of the Company's Code of Business Conduct and Ethics, then the Board of Directors or committee may cause the Recipient to immediately forfeit all or a portion of the unvested RSUs granted pursuant to this Agreement and the Recipient shall have no right to receive the related Common Stock.

(3) Forfeiture or Increase of RSUs Based on Performance. For the period beginning ____ and ending ____ (the "Performance Period"), the Award shall be adjusted as follows.

(i) 50% of the Award (the "**Operating Income Component**") is subject to increase or forfeiture (and if forfeited the Recipient shall have no right to receive the related Common Stock) based on the Cumulative Operating Income of the Company in the Performance Period, as defined below. The Operating Income Component will be adjusted by multiplying it by the "Payout as a % of Target" percentage set forth in the table below. If results are between data points, the percentage of the Award payable shall be determined by interpolation between data points.

50% Weighting - OI			
Cum. Op. Inc.	Goal as % of Plan	Payout as a % of Target	
<\$	<%	%	
\$	%	%	
\$	%	%	
\$	%	%	
\$	%	%	
\$	%	%	
\$	%	%	
\$	%	%	

"Cumulative Operating Income" means the sum of the annual income from operations for each of the fiscal years in the Performance Period as set forth in the audited consolidated financial statements of the Company, excluding the following items (collectively, the "Excluded Effects"), for the Performance Period:

(ii) 50% of the Award (the "**ROIC Component**") is subject to increase or forfeiture (and if forfeited the Recipient shall have no right to receive the related Common Stock) based on the Average ROIC of the Company in the Performance Period, as defined below. The ROIC Component will be adjusted by multiplying it by the "Payout as a % of Target" percentage set forth in the table below. If results are between data points, the percentage of the Award payable shall be determined by interpolation between data points.

50% Weighting - ROIC			
Cum. Op. Inc.	Goal as % of Plan	Payout as a % of Target	
<\$	<%	%	
\$	%	%	
\$	%	%	
\$	%	%	
\$	%	%	
\$	%	%	
\$	%	%	
\$	%	%	

"Average ROIC" means the average annual percentage return on invested capital in the Performance Period, excluding the Excluded Effects. The return on invested capital is calculated as follows.

ROIC =	(net operating profit after taxes)	
	(average total assets) - (average excess cash) -	

(average total assets) - (average excess cash) - (average non-interest-bearing current liabilities)

The sum of the Award adjustments calculated in (i) and (ii) above will represent the final payout result under the Award.

Notwithstanding the foregoing, the Compensation Committee may, in its sole discretion, disregard all or any part of any Excluded Effects when determining the Performance Results for the Performance Period.

- (d) Restrictions on Transfer and Delivery on Death. The Recipient may not sell, transfer, assign, pledge or otherwise encumber or dispose of the RSUs subject to this Agreement. If the Recipient dies before the delivery date, the shares will be delivered to the Recipient's estate.
- (e) Voting Rights and Dividend Equivalents. The Recipient shall have no rights as a shareholder with respect to the RSUs or the Common Stock underlying the RSUs until the Vesting Date for the relevant RSUs. The Recipient will not be entitled to receive a cash payment equal to any cash dividends paid with respect to the Common Stock underlying the RSUs awarded under this Agreement that are declared prior to the particular Vesting Date for the relevant RSUs.
- (f) Physical Delivery of Share Certificates. As soon as practicable following the Vesting Date, <u>provided</u> that the Recipient has satisfied its tax withholding obligations as specified under <u>Section 1(g)</u> and the Recipient has completed, signed and returned any documents and taken any additional action the Company deems appropriate, the Company shall deliver the shares of Common Stock represented by vested RSUs to the Recipient (the date of delivery of such shares is referred to as a "**delivery date**"), rounded to the nearest whole share. No fractional shares of Common Stock shall be issued. The shares of Common Stock will be issued in the Recipient's name or, in the event of the Recipient's death or total disability, to the Recipient's beneficiary or executor.

Notwithstanding the foregoing, (i) the Company shall not be obligated to vest or deliver any shares of Common Stock during any period when the Company determines that the conversion of a RSU or the delivery of shares hereunder would violate any federal, state or other applicable laws and may issue shares with any restrictive legend that, as determined by the Company, is necessary to comply with securities laws or other regulatory requirements, and (ii) a delivery date may be delayed in order to provide the Company such time as it determines appropriate to determine tax withholding and other administrative matters; provided, however, that in any event the shares shall be delivered not later than the later to occur of the date that is 2 1/2 months from the end of (i) the Recipient's tax year that includes the Vesting Date, or (ii) the Company's tax year that includes the Vesting Date.

(g) Taxes and Tax Withholding.

- (i) The Recipient acknowledges that under United States federal tax laws in effect on the Award Date, the Recipient will have taxable compensation income at the time of vesting based on the Market Value (as defined below) of the Common Stock on the Vesting Date. The Recipient shall be responsible for all taxes imposed in connection with the Award, regardless of any action the Company takes with respect to any tax withholding obligations that arise in connection with the Award. The Company makes no representation or undertaking regarding the adequacy of any tax withholding in connection with the grant or vesting of the Award.
- (ii) The Company shall have the right, but not the obligation, to deduct from any and all payments made under the Plan, or to withhold from any delivery of Common Stock hereunder all domestic or foreign income, employment or other tax withholding obligations, whether national, federal, state or local (the "Tax Withholding Obligation"), arising as a result of any grant, vesting or delivery of Common Stock pursuant to this Award, in amounts determined by the Company. Unless otherwise determined by the Company, the Tax Withholding Obligation will be satisfied by the Company withholding from the vested shares of Common Stock a number of whole shares of Common Stock with an aggregate Market Value (as defined below) equal to the required minimum tax withholding. The Recipient shall pay to the Company in cash, upon demand, the amount of any Tax Withholding Obligation that is not satisfied by the withholding of shares described above, and authorizes the Company to withhold from other amounts payable by the Company to the Recipient, including through additional payroll withholding, any amount not so paid. The Company has no obligation to deliver shares of Common Stock pursuant to this Award until the Company's tax withholding obligations have been satisfied by the Recipient.
 - (h) No Solicitation. The Recipient agrees that for 18 months after the Recipient's employment with the Company

terminates for any reason, with or without cause, whether by the Company or the Recipient, the Recipient shall not recruit, attempt to hire, solicit, or assist others in recruiting or hiring, any person who is an employee of the Company, or any of its subsidiaries. In addition to other remedies that may be available to the Company, the Recipient shall pay to the Company in cash, upon demand, the net value of any shares of Common Stock, valued as of the Vesting Date, delivered under this Agreement if the Recipient violates this Section 1(h).

(i) Not a Contract of Employment. This Agreement shall not be construed as a contract of employment between the Company and the Recipient and nothing contained in this Agreement or in the Plan shall confer upon the Recipient any right to be continued in the employment of the Company or any subsidiary or to interfere in any way with the right of the Company or any subsidiary by whom the Recipient is employed to terminate the Recipient's employment at any time for any reason, with or without cause, or to decrease the Recipient's compensation or benefits.

2. Miscellaneous.

- (a) Entire Agreement. This Agreement constitutes the entire agreement of the parties with regard to the subjects hereof.
- (b) Interpretation of the Plan and the Agreement. The Board of Directors, or a committee of the Board of Directors responsible for administering the Plan (the "Administrator"), shall have the sole authority to interpret the provisions of this Agreement and the Plan, and all determinations by it shall be final and conclusive.
- (c) Section 409A. The Award made pursuant to this Agreement is intended not to constitute a "nonqualified deferred compensation plan" within the meaning of Section 409A the Internal Revenue Code of 1986, as amended, and instead is intended to be exempt from the application of Section 409A. To the extent that the Award is nevertheless deemed to be subject to Section 409A, the Award shall be interpreted in accordance with Section 409A and Treasury regulations and other interpretive guidance issued thereunder, including without limitation any such regulations or other guidance issued after the grant of the Award. Notwithstanding any provision of the Award to the contrary, in the event that the Administrator determines that the Award is or may be subject to Section 409A, the Administrator may adopt such amendments to the Award or adopt other policies and procedures (including amendments, policies and procedures with retroactive effect), or take any other actions, that the Administrator determines are necessary or appropriate to (i) exempt the Award from the application of Section 409A or preserve the intended tax treatment of the benefits provided with respect to the Award, or (ii) comply with the requirements of Section 409A.
- (d) Market Value. "Market Value" as of a particular date shall mean (i) the closing sales price per share of Common Stock as reported by the NSM on that date, or (ii) if the shares of Common Stock are not listed or admitted to trading on the NSM, the closing price on the national securities exchange on which such stock is principally traded on that date, or (iii) if the shares of Common Stock are not then listed on the NSM or on another national securities exchange, the average of the highest reported bid and lowest reported asked prices for the shares of Common Stock on that date or (iv) if the shares of Common Stock are not then listed on any securities exchange and prices therefor are not reported, such value as determined in good faith by the Board of Directors (or any duly authorized committee thereof) as of that date.
- (e) *Electronic Delivery*. The Recipient consents to the electronic delivery of any prospectus and any other documents relating to this Award in lieu of mailing or other form of delivery.
- (f) Rights and Benefits. The rights and benefits of this Agreement shall inure to the benefit of and be enforceable by the Company's successors and assigns and, subject to the restrictions on transfer of this Agreement, be binding upon the Recipient's heirs, executors, administrators, successors and assigns.
- (g) Further Action. The parties agree to execute such further instruments and to take such further action as may reasonably be necessary to carry out the intent of this Agreement.
- (h) Governing Law, Venue and Jurisdiction; Attorneys' Fees. This Agreement and the Plan will be interpreted under the laws of the state of Oregon, exclusive of choice of law rules. Venue and jurisdiction will be in the state or federal courts in Washington County, Oregon, and nowhere else. In the event either party institutes litigation hereunder, the prevailing party shall be entitled to reasonable attorneys' fees to be set by the trial court and, upon any appeal, the appellate court.
 - (i) Consent to Transfer Personal Data. By signing this Agreement, the Recipient voluntarily acknowledges and

consents to the collection, use, processing and transfer of personal data as described in this paragraph. The Recipient is not obliged to consent to such collection, use, processing and transfer of personal data. However, failure to provide the consent may affect the Recipient's ability to participate in the Plan. The Company and its subsidiaries hold certain personal information about the Recipient, including name, home address and telephone number, date of birth, social security number or other employee identification number, salary, nationality, job title, any shares of stock or directorships held in the Company, details of all entitlement to shares of stock awarded, canceled, purchased, vested, unvested or outstanding in the Recipient's favor, for the purpose of managing and administering the Plan ("Data"). The Company and/or its subsidiaries will transfer Data amongst themselves as necessary for the purpose of implementation, administration and management of the Plan, and the Company and/or any of its subsidiaries may each further transfer Data to any third parties assisting the Company in the implementation, administration and management of the Plan. These recipients may be located in the European Economic Area, or elsewhere throughout the world, including the United States. The Recipient authorizes such recipients to receive, possess, use, retain and transfer the Data, in electronic or other form, for the purposes of implementing, administering and managing the Recipient's participation in the Plan, including any requisite transfer of such Data as may be required for the administration of the Plan and/or the subsequent holding of shares of stock on the Recipient's behalf to a broker or other third party with whom the Recipient may elect to deposit any shares of stock acquired pursuant to the Plan. The Recipient may, at any time, review Data, require any necessary amendments to it or withdraw the consents herein in writing by contacting the Company; however, withdrawing consent may affect the Recipient's ability to participate in the Plan.

- (j) Acknowledgment of Discretionary Nature of the Plan; No Vested Rights. The Recipient acknowledges and agrees that the Plan is discretionary in nature and limited in duration, and may be amended, cancelled, or terminated by the Company, in its sole discretion, at any time. The award of RSUs under the Plan is a one-time benefit and does not create any contractual or other right to receive a grant of RSUs or benefits in lieu of RSUs in the future. Future awards, if any, will be at the sole discretion of the Company, including, but not limited to, the timing of any award, the number of RSUs and vesting provisions.
- (k) Character of Award. Participation in the Plan is voluntary. The value of the Award is an extraordinary item of compensation outside the scope of the Recipient's employment contract, if any. As such, the Award is not part of normal or expected compensation for purposes of calculating any severance, resignation, redundancy, end of service payments, bonuses, long-service awards, pension, or retirement benefits or similar payments.
- (1) Recovery Policy. Notwithstanding any other provision of this Agreement to the contrary and to the extent applicable to the Recipient, the Recipient acknowledges and agrees that the Recipient's RSUs, any shares of Common Stock acquired pursuant thereto and/or any amount received with respect to any sale of such shares may be subject to potential cancellation, recoupment, rescission, payback or other action in accordance with the terms of the Columbia Sportswear Company Incentive Compensation Recovery Policy (the "Recovery Policy") as in effect on the Award Date (and to the extent applicable to the Recipient, a copy of which has been made available to the Recipient) and as may be amended from time to time in order to comply with changes in laws, rules or regulations that are applicable to such Award and shares of Common Stock. As a condition to the grant of the RSUs, to the extent applicable, the Recipient expressly agrees and consents to the Company's application, implementation and enforcement of (a) the Recovery Policy and (b) any provision of applicable law relating to cancellation, recoupment, rescission or payback of compensation. Further, the Recipient expressly agrees that the Company may take such actions as are necessary or appropriate to effectuate the Recovery Policy (as applicable to the Recipient) or applicable law without further consent or action being required by the Recipient. For purposes of the foregoing and as a condition to the grant of the RSUs, the Recipient expressly and explicitly authorizes the Company to issue instructions, on the Recipient's behalf, to any third party broker/administrator engaged by the Company for purposes of administering awards granted under the Plan to re-convey, transfer or otherwise return such shares and/or other amounts to the Company. To the extent that the terms of this Agreement and the Recovery Policy conflict, the terms of the Recovery Policy shall prevail.
 - (m) Counterparts. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original.

COLUMBIA SPORTSWEAR COMPANY		
Ву:		
RECIPIENT		
By:		

List of Subsidiaries

<u>Name</u>	Jurisdiction of Incorporation
Bugaboo Holdings Sàrl	Luxembourg
Columbia Brands Holding Company	Oregon
Columbia Brands International Sàrl	Switzerland
Columbia Brands USA, LLC	Oregon
Columbia Sportswear Asia Pacific Sàrl	Switzerland
Columbia Sportswear Austria GmbH	Austria
Columbia Sportswear Canada Limited	Canada
Columbia Sportswear Canada LP	Canada
Columbia Sportswear Commercial (Shanghai) Co., Ltd.	China
Columbia Sportswear Company (Hong Kong) Limited	Hong Kong
Columbia Sportswear Company Limited	United Kingdom
Columbia Sportswear Czech s.r.o.	Czech Republic
Columbia Sportswear Denmark ApS	Denmark
Columbia Sportswear Distribution S.A.S.	France
Columbia Sportswear Europe S.A.S.	France
Columbia Sportswear Finland Oy	Finland
Columbia Sportswear GmbH	Germany
Columbia Sportswear India Sourcing Private Limited	India
Columbia Sportswear Information Consultant (Zhuhai) Co., Ltd.	China
Columbia Sportswear International Sàrl	Switzerland
Columbia Sportswear Italy S.r.l.	Italy
Columbia Sportswear Japan, Inc.	Japan
Columbia Sportswear Korea	Korea
Columbia Sportswear Luxembourg Holdings Sàrl	Luxembourg
Columbia Sportswear Netherlands B.V.	The Netherlands
Columbia Sportswear North America, Inc.	Oregon
Columbia Sportswear Norway AS	Norway
Columbia Sportswear Poland Sp.z.o.o	Poland
Columbia Sportswear Spain S.L.U.	Spain
Columbia Sportswear Sweden AB	Sweden
CSMM Hong Kong Limited	Hong Kong
CSMP Holdings Sàrl	Switzerland
GTS, Inc.	Oregon
Montrail Corporation	Oregon
Mountain Hardwear, Inc.	Utah
OutDry Technologies Corporation	Oregon
OutDry Technologies S.r.l.	Italy
Outdry Waterproofing Materials Guangzhou Limited	China
Pacific Trail Corporation	Oregon
prAna Living LLC	Oregon
Sorel Corporation	Delaware

CONSENT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM

We consent to the incorporation by reference in Registration Statements No. 333-186958, 333-160702, 333-117986, 333-108342, 333-86224 and 333-80387 on Form S-8 of our reports dated February 21, 2019, relating to the financial statements and financial statement schedule of Columbia Sportswear Company, and the effectiveness of Columbia Sportswear Company's internal control over financial reporting, appearing in this Annual Report on Form 10-K of Columbia Sportswear Company for the year ended December 31, 2018.

/s/ DELOITTE & TOUCHE LLP

DELOITTE & TOUCHE LLP

Portland, Oregon February 21, 2019

CERTIFICATION

- I, Timothy P. Boyle, certify that:
 - I have reviewed this annual report on Form 10-K of Columbia Sportswear Company;
 - 2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
 - 3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
 - 4. The registrant's other certifying officer(s) and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
 - (a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
 - (b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
 - (c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
 - (d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
 - 5. The registrant's other certifying officer(s) and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions):
 - (a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
 - (b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

Date: February 21, 2019

/s/TIMOTHY P. BOYLE
Timothy P. Boyle

President, Chief Executive Officer

CERTIFICATION

I, Jim A. Swanson, certify that:

- I have reviewed this annual report on Form 10-K of Columbia Sportswear Company;
- Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact
 necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with
 respect to the period covered by this report;
- 3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
- 4. The registrant's other certifying officer(s) and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
 - (a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
 - (b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
 - (c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
 - (d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
- 5. The registrant's other certifying officer(s) and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions):
 - (a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
 - (b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

Date: February 21, 2019

/s/ JIM A. SWANSON

Jim A. Swanson Senior Vice President, Chief Financial Officer

SECTION 1350 CERTIFICATION

In connection with the Annual Report of Columbia Sportswear Company (the "Company") on Form 10-K for the period ended December 31, 2018 as filed with the Securities and Exchange Commission on the date hereof (the "Form 10-K"), I, Timothy P. Boyle, Chief Executive Officer of the Company, certify, pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, that to my knowledge:

- (1) The Form 10-K fully complies with the requirements of Section 13(a) or 15(d), as applicable, of the Securities Exchange Act of 1934 as of, and for, the periods presented in the Form 10-K; and
- (2) The information contained in the Form 10-K fairly presents, in all material respects, the financial condition and results of the operation of the Company.

Dated: February 21, 2019

/s/ TIMOTHY P. BOYLE

Timothy P. Boyle President, Chief Executive Officer Columbia Sportswear Company

SECTION 1350 CERTIFICATION

In connection with the Annual Report of Columbia Sportswear Company (the "Company") on Form 10-K for the period ended December 31, 2018 as filed with the Securities and Exchange Commission on the date hereof (the "Form 10-K"), I, Jim A. Swanson, Chief Financial Officer of the Company, certify, pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, that to my knowledge:

- (1) The Form 10-K fully complies with the requirements of Section 13(a) or 15(d), as applicable, of the Securities Exchange Act of 1934 as of, and for, the periods presented in the Form 10-K; and
- (2) The information contained in the Form 10-K fairly presents, in all material respects, the financial condition and results of the operation of the Company.

Dated: February 21, 2019

/s/ JIM A. SWANSON

Jim A. Swanson Senior Vice President, Chief Financial Officer (Principal Financial and Accounting Officer)